



Faculty Council Communications Committee (FC3)
April 9, 2020, 11:00 AM – 1:00 PM
Zoom Video Conference

MINUTES

Attending: Carmen Stavrositu (Chair, UCCS), Carrie Makarewicz (Vice-Chair, UCD), Katha Ibacache (UCB), Judy Scott (UCCS), Cathy Beuten (SYS, University Relations), Ken McConnellogue (SYS, University Communications), Jay Dedrick (SYS, University Relations), Jonelle Henning (SYS, Faculty Council)

1. Diversity Marketing Campaign with Essencialize

- Ken introduced representatives from Essencialize and explained how the marketing campaign is to celebrate and elevate this shared value of diversity and inclusion among the student, faculty and staff.
- Representatives from Essencialize asked several questions regarding faculty's views of diversity at CU and how best to celebrate and portray diversity on campus. The vendor also emphasized that they are taking a broad view of diversity with this campaign.
- Members of the committee commented on the following:
 - Essencialize's involvement with [Strategic Planning Diversity, Inclusion, Equity & Access](#) working group and other campus diversity groups.
 - Carmen stated the importance of engaging with as many groups as possible, she sent a list of other faculty groups that Essencialize could contact.
 - Specific examples of groups experiencing marginalization on campuses.
 - There is a narrative for diversity, equity and inclusion but it's not currently present on campuses.

2. FC3 Diversity Plan

- The committee will discuss with Brenda how diversity, equity and inclusion can be incorporated into their charge at the May meeting.
- CREE is producing a video addressing racism against Asian communities and the committee was asked to help with the communication piece.
 - The goal is to reach as many students across the four campuses.
 - Members will be contacting each campus communications departments and libraries.

3. CU Connections

- Faculty Voices:
 - Judith will be submitting her article in April.
 - Chris Bell's article received responses and Jay reported that statistics show a good amount of readers.
 - Jay also received an inquiry about writing a response piece to Chris's article.
 - The committee liked this idea and discussed the option of publishing it soon.
- Committee Corner:
 - Personnel is switching to April.
 - Members are in contact with Budget, EPUS and Women's chairs to obtain more material.

4. Social Media Plan

- The committee continued discussions over a social media account and presenting these ideas to Faculty Council for feedback.

- Members suggested a quarterly or biannual newsletter as an alternative to social media. The following were some considerations:
 - What's the format?
 - What are the visuals to make it look interesting?
 - Are these links? Short blurbs?
 - Main idea is keeping faculty engaged with Faculty Council's work

5. Communication Guide & FC Website Redesign

- Carmen reminded the committee to review and fix any broken links in the Google document for the Communications Guide.
- Jonelle will be redesigning the Faculty Council website this summer and welcomes suggestions.

- 6. Adjournment and Next Meeting:** The meeting adjourned at 1 p.m. The next meeting is May 7 from 11:00 AM to 1:00 PM via Zoom.