

Faculty Council Communications Committee (FC3) Meeting
Thursday, March 8, 2018, 11:00 a.m. – 1:00 p.m.
Pikes Peak Conference Room, 1800 Grant Street, Denver, CO 80203

MINUTES

Attending: Carrie Makarewicz, Carmen Stavrositu, Cathy Beuten, Neil Box, Jay Dedrick, Jenny Filipetti, Ken McConnellogue, Ravinder Singh, Rian Cheley

Approval of Minutes: Minutes from February 16, 2018, were approved as presented.

Discussion on Faculty Voices in CU Connections

- Logistics
 - Launch in the fall.
 - \$2,500 funding has been secured by Ken McConnellogue.
 - \$250 per article is the proposed stipend amount.
 - 10 articles in total.
 - 800 words, range of 750-1000 limit
 - Open to faculty members, no staff or students
 - Open to single or co-authorship, but only \$250 per submission
 - Interested writers would make a short pitch of their topic, such as a one sentence topic summary and a brief paragraph that summarizes their stance.
 - As a committee, we want to put topics out there, but writers may drive topics once the process is established. It would be great if our initial suggestions pivot to other ideas.
- Frequency
 - We need a fairly consistent frequency to get the desired effect.
 - We would like to strategically plan the release schedule, which will be dependent on timeliness of topic and CU Connections workflow. Overall, turnaround time will be agreed upon by faculty member and CU Connections editorial staff.
 - CU Connections goes to 40k recipients – all faculty/staff. The email open rate is 35% and the reader numbers vary, but usually are at 2,500 on any given week.
- Guidelines
 - Looking for well researched and reported op-ed pieces.
 - CU Connections will still have editorial oversight. Their website lists guidelines for editorial practices. The editorial review is usually a quick process.
 - Writing should be tailored to a general audience since it will be public-facing.
 - Original, well researched and timely topics that are related to CU and higher education. Topic examples include policy, legislation, culture, career tracks, tenure and promotion, professional challenges (funding, service, balancing work/home life), health/wellness, sustainability, etc.
 - Writers must take ownership and discretion, and should be passionate and knowledgeable about their topics.
 - System-wide topics are preferred, but campus-specific topics will be considered if they are relevant to system as whole.
 - Need to be courteous of our stakeholder groups that could be referenced in articles or may have an interest in a specific article's topic. Ex. Government Relations, HR, etc. We should strategically engage with them as a resource or as a potential for rebuttal in CU Connections.



- Action Items:
 - Reps should request to be added to the agendas for their campus faculty assemblies (FA) in April and let Ken McConnellogue and Jay Dedrick know the dates once confirmed.
 - Boulder: Oliver Gerland, BFA meetings are on first Thursdays, 4-5:30 p.m.
 - Denver: Committee Rep is TBD (Carrie), the next FA meeting is April 3, 12-2 p.m.
 - UCCS: Carmen Stavrositu tentatively, the next FA meeting is Aril 13, 12-2 p.m.
 - Anschutz: Neil Box, the next FA meeting is on March 27 or April 24, 11:30 a.m.-1:30 p.m.
 - Jay, Cathy and Ken are drafting guidelines.
 - Carrie, with input from the committee, will draft a statement of intent for including with the guidelines that are to be shared with Faculty Council and the FAs.
 - Carrie will announce the project at the March meeting of Faculty Council.
 - Embed CU Connections into the Faculty Council landing webpage as news.

Adjournment

As there was no other business, the meeting was adjourned at 1 p.m. The next committee meeting will be held on April 12, 2018, in the Pikes Peak Conference Room at 1800 Grant Street, Denver, CO 80203.