Communications Committee Update – December 2020

The Communications Committee met via Zoom to discuss the Microsoft Teams and Planner tools that we’re beginning to use, various aspects of the SC newsletter and who might help, ideas for newsletter content, committee updates and how they fit on committee pages, and social media. Planner provides a shared space for listing articles in progress and the responsible person, a place for a master calendar so we can look ahead to relevant stories, and a means of communicating within the app so all of the conversations are accessible in one place. We’re still learning so we’re not experts yet, but it’s a good concept. We discussed the need for assistance in writing articles; Zach Girazian and Jackie Curnick have volunteered to assist. We plan to have a councilor profile in upcoming issues; Jackie Kleppe suggested profiling a healthcare councilor, who could then be highlighted in the UIHC Noon News and the loop to bring more attention to Staff Council. The Committee is working with Awards Committee Co-Chair James Jorris on an article highlighting the accomplishments of all award nominees as a way to bring attention to the good work that is going on around campus, not just the work of award winners. Jessica Richardson is working on how committee updates might be added to SC committee pages. On the social media front, Damien Blair has “liked” as many of the UI official groups’ Facebook pages as he could find to bring traffic to the SC Facebook page. He also suggested posting the councilor interview videos to the SC Facebook page to drive some traffic that way and to get some reposts on those pages, widening the viewership. Linda Weir-Jacobi is working with several committees on what they’re up to and how we can highlight their work. The Committee is also hoping to connect with the SC DEI Committee to discover ways we can ensure diversity, equity, and inclusion in our content. Marla Rosenblum continues to be the glue that holds us together through regular promptings on several fronts, and her shepherding each issue of the newsletter, including writing articles and uploading the final content. You rock! As always, we’re interested in your input and your stories. If you have a story to tell UI staff, please contact Marla or Ted. If you have comments, questions, or suggestions, please let a committee member know; contact Damien Blair, Jackie Curnick, Zach Girazian, Jackie Kleppe, Ted Potter, Jessica Richardson, or Linda Weir Jacobi, as well as Marla Rosenblum.