



Communications/Training Subcommittee
Faculty/Staff Email ID Implementation Requirement Committee
October 10, 2002 9:00 – 10:30
149 ASTeCC

ATTENDEES:
PRESIDING:

Kathy Hamperian, Sarah Nikirk, John Sampson, Mary Margaret Colliver
 Sarah Nikirk

AGENDA ITEM	DISCUSSION
<ul style="list-style-type: none"> • Handouts 	<ul style="list-style-type: none"> ▪ Agenda 10/10/02 ▪ Subcommittee Expectations ▪ Communications/Training Recommendations and additional issues to be addressed.
<ul style="list-style-type: none"> • General Discussion 	<ul style="list-style-type: none"> ▪ General discussion focused on the development of the PR campaign that is to be conducted by the committee.
<ul style="list-style-type: none"> • P.R. Campaign 	<ul style="list-style-type: none"> • The subcommittee brought up area and issues related to a PR campaign that would need to be addressed. Specific types of communication were discussed as well as the role of these communications tools within the project. • Broadcast Email <ul style="list-style-type: none"> • Email should come from a high level administrator such as the President or the Senior V.P. for Administration. • Question arose inquiring as to if the flyers would be the same or different between employees and students. • UK News <ul style="list-style-type: none"> • Mary Margaret mentioned the availability of UK News for initial communications and suggested doing a follow up article after the email implementation has occurred. • Kernel <ul style="list-style-type: none"> • Mary Margaret suggested running a story in the Kernel. • Flyers <ul style="list-style-type: none"> ▪ Mary Margaret suggested producing flyers to announce and explain the process. ▪ Sarah stated that Auxiliary Services could possibly provide the design work. ▪ The question was raised as to whether the flyers would be mass mailed or sent to targeted areas with limited email access to be distributed. • An estimate of flyers must be determined. <ul style="list-style-type: none"> ▪ Distribution of Flyers <ul style="list-style-type: none"> ▪ Kathy mentioned a current project that is testing the ability to stuff messages in the new pay stubs. ▪ Apartment housing ▪ Registrar's mailings and office ▪ Visitor's center ▪ Hall's & Stalls in dorms

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	<ul style="list-style-type: none"> ▪ Table tents in restaurants ▪ Bulletin boards ▪ Campus Meetings <ul style="list-style-type: none"> ▪ President's Staff (Connie Ray) ▪ Dr. Nietzel's Deans Meeting ▪ Administrative computing group (HRS, FRS, etc) ▪ Hospital Leadership ▪ Networking Luncheon ▪ PPD Meetings ▪ Data Stewards ▪ Chancellor's Executive Meetings ▪ Sector Business Officer Meeting ▪ FA/IT Meetings ▪ ACTION 10/17/02: Kathy said she would speak to Penny Cox and Marc Mathews about other possible groups. ▪ ACTION 10/17/02: John said he would speak to Mary Ferlan and T. Lynn about other possible groups. ▪ Web Release <ul style="list-style-type: none"> ▪ Mary Margaret suggested that a story could be released on the UKPR web site. ▪ Web Site <ul style="list-style-type: none"> ▪ A web site was suggested as another means of providing the information. ▪ Kathy suggested asking departments to place link on the individual departmental web sites (Aux service, HR, etc) ▪ Mary Margaret suggested asking departments regarding their web sites and links. ▪ It was mentioned that Chuck Hamm has a web masters group that meets. ▪ Retirees <ul style="list-style-type: none"> ▪ Retirees were recognized as another group to which would need to be communicated.
<ul style="list-style-type: none"> • Other members for committee 	<ul style="list-style-type: none"> • ACTION 10/17/02: John said he would speak to Kim Wilson, HRD Manager, and discuss having HRD's participation in the group. <ul style="list-style-type: none"> • John spoke to Kim Wilson about participation in the group by HRD. She agreed to come to the next meeting to determine whom from her office should participate. • Tony Delucia will be available to join the subcommittee the following week.
<ul style="list-style-type: none"> • Development of Project plan 	<ul style="list-style-type: none"> • It was determined that a final project plan for communications should be developed after the policy and procedure subcommittee had an opportunity to meet and work on some of the related issues since many will need to be communicated.
<ul style="list-style-type: none"> • NEXT MEETING 	<ul style="list-style-type: none"> • October 17, 2002 Room 149 ASTeCC
<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •