



UFS Communications Committee
Alithia Alleyne, Chair
2023 WINTER PLENARY – Virtual Meeting
January 19-21, 2023

COMMITTEE CHARGE

The committee will seek to implement and continually enhance methods of internal and external communication in order to disseminate news in a timely manner. Media techniques can include traditional press releases and social media platforms, as well as informal methods such as senator reports to local senates. The goal will be to inform our constituents across SUNY and, when applicable, news outlets, legislators and others about faculty and staff concerns and views on topical and continuing issues.

COMMITTEE MEMBERS

First Name	Last Name	Campus	TERM
ALITHIA	ALLEYNE	DOWNSTATE	CHAIR YR 2
KYLE	FENNELL	CANTON	YR2
WESAM	HASSANIN	STONY BROOK	YR2
PETER	KNUEPFER	BINGHAMTON	YR 2
COLLEEN	LEMZA	PLATTSBURGH	YR 1
JAN	TRYBULA	EX-OFFICIO	YR 1
JIE	ZHANG	BROCKPORT	YR2
TASNIA	ZZOHA	SUNY SA	YR1
TARAS	KUFEL	SYSTEM LIAISON	YR1

Committee Goals for 2022-2023

1. The Communications Committee developed these focus areas during the 2022-2023 Fall Planning meeting:
 - **Enhance the design and user experience of both the SUNY UFS and UFS.us websites**
 - **Increase overall website traffic to the UFS Connects, SUNY Connects, and President Connects blogs**
 - **Collaborate with standing committees to create content for UFS.us websites, highlighting Resolutions, Task Forces, White Papers, Surveys, and soliciting opinion pieces**
 - **Develop direct outreach capabilities to faculty, professional staff, campus communities, news outlets, and affiliates**
 - **Establish processes and workflow for updating and keeping sites current**

Summary of Committee Accomplishments since last Plenary:

- Committee Member Jie Zhang has published all blog post this session
- SUNY UFS Twitter feed has 5,798 tweets and 816 Followers. UFS Past President Gwen Kay continues to direct the official social media Twitter account
- Photos categorized to post on blog gallery page and Twitter by former UFS President Peter Knuepfer

- UFS Connects blog processes have been streamlined resulting in faster timeline from review to post
- Website management of UFS Plenary Committee Reports, Resolutions, and archives by UFS Secretary/Treasurer Jan Trybula

UFS Connects Articles published:

- a. **1/18/2023 The Value of Service: Share the Burden** by Kyle Fennell & Peter Knuepfer, SUNY University Faculty Senate Communications Committee [article](#)
- b. **1/9/2023 UFS President Attends the Inauguration of Governor Kathy Hochul** by Jie Zhang, SUNY University Faculty Senate Communications Committee [article](#)
- c. **12/9/2022 UFS Joins UUP and SUNY Downstate Mourning the Loss of Dedicated leader Rowena Blackman-Stroud** by Jie Zhang, SUNY University Faculty Senate Communications Committee [article](#)
- d. **12/6/2022 UFS President Keith Landa Welcomes New SUNY Chancellor Dr. John B. King, Jr.** by Jan Trybula, SUNY University Faculty Senate Vice-President / Secretary [article](#)
- e. **11/16/2022 Re-engaging Students Post-COVID and Shared Governance Hot Topics of Conversation** by Colleen Pope Lemza, SUNY University Faculty Senate Communications Committee [article](#)

UFS Resolutions this session:

None under consideration for this Plenary

Committee Meeting Dates for 2022-2023

The committee continues frequent contact by UFS Comm committee email. Additional meeting dates TBD as needed. Regularly scheduled meetings will be held on the first Friday of the month via Zoom.

- Nov 4, 2022 2:00 PM
- Dec 2, 2022 2:00 PM
- Jan 6, 2023 2:00 PM
- Feb 3, 2023 2:00 PM
- Mar 3, 2023 2:00 PM
- Apr 7, 2023 2:00 PM

Items under consideration (still in progress)

1. UFS.us Landing page design review
2. Creation of a master listserv with individual members of each campus to allow for direct communications
3. Post support/background stories for Standing Committees on Resolutions, White Papers, and special projects
4. Create and disseminate survey to CGLs to compile links to campus social media
5. SUNY Plattsburg journalism student project to created media plan and blog content to be reviewed
6. Portrait/photo requested from CGLs and Senators to load to the website
7. Additional UFS social media to be discussed – Facebook

Outcomes/Queries for the UFS Senators to share with their campus

- Senators, CGLs, and their governance members can submit articles to UFS Connects by emailing: UFSComm-L@LS.SYSADM.SUNY.EDU
- Promote the UFS blogs and encourage your campus members to stay connected, comment, and share <http://www.sunyufs.us/ufs-connects>
- Tweet and retweet UFS activity, follow: <https://twitter.com/SUNYUFS>
- Participate in advocacy efforts to increase funding for SUNY during this budget cycle