Approved Minutes


Present (Dean’s office and/or other visitors): Prof. Grosland, ex-officio

1. Professor Stanier called the meeting to order at 11:04 a.m.
2. The minutes from the October 2 EFC meeting #6 were corrected and will be submitted for approval on October 16.
3. Announcements: Future visitors, listed in the agenda, were announced
4. Jason Kosovski, Director of CoE Marketing and Communications, arrived
   Stanier explained the EFC, its duties, and committees
   Kosovski addressed how he could help.
   - Big picture: Kosovski runs the CoE’s communications (PR, social media, web, digital, print, video) in order to gain more “eyeballs” nationally and internationally due to the distinction of the UI CoE.
   The UI CoE needs
   - More intentionality / strategy in message; Plans for growth and engagement
   - An answer to “What are we trying to accomplish?”
   - A goal such as better marketing and transactional interactions
   - To track visits to and engagement with the website
   - To use existing UI resources (such as the change from eWeek to e-newsletter)
   Review of current CoE staffing:
   - Web developers: Bill Easton and Hailey Boileau
   - Two web interns: for updating website and monitors
   - One website design intern is coming
   - Strategic Communications help: Lynn Davey
   - Alumni relations: Wendy Brentner
   Further items discussed:
   - Guidance on press releases; Suggestion that Kosovski visit EAC
   - Request for Kosovski’s guidelines
   - Support for faculty and department website design, creation, and implementation
   - One of Kosovski’s priorities is cleaning up websites
   - What about creating websites for mandated publication/promulgation of data?
   - Straighten out research center websites wrt “branding guidance” harmonization
   - Would like a communications team
   - How to change misperceptions:
     - More difficult if based on opinion, Easier if based on facts
     - Words are important !!!
5. New members of the Curriculum Committee were approved
6. We adjourned at 11:55am.