September 11, 2017

TO: Jim Johnsen, UA President

FROM: Michelle Rizk, VP University Relations

RE: University Relations Council Report

The University Relations Council has met twice since its creation, on July 19 and August 21, and will continue to meet monthly during approximately the third week of each month.

Charter
A copy of the council’s draft charter, with appendix, is attached for your review.

Strategic Pathways Update
1. The council was directed to conduct a communications needs assessment to reduce redundancies, find opportunities for cost efficiency, and increase alignment throughout the system. The council is requesting an extension for this directive, as conducting the needs assessment requires significant time and planning in order to make the results as useful as possible. We expect to present the results of the needs assessment to you by mid-November. The framework for the needs assessment follows this memo for your review.

2. The council was also instructed to ensure that each university form its own Public Relations (PR) Council with representatives from key university centers, departments, community campuses, research institutes, and athletics. A document describing the make-up of each university’s PR council (with the exception of UAS, which does not have a formal council due to its small size) follows this memo for your review.
University Relations Council Charter
(Second draft – first draft reviewed by council 8/21/17; second draft revisions made 9/7/17)

Mission
The University Relations Council will:
- Facilitate alignment among university and statewide communications; share information among the universities and statewide.
- Provide advice to communication professionals and the Summit Team regarding communications.
- Explore and recommend ways to coordinate resources and communication projects to maximize effectiveness, increase efficiency and reduce cost.
- Provide input on communication-related policies, plans, strategies, programs and activities across the universities and statewide.

Scope
The University Relations Council will provide a critical voice in the development of an integrated and cohesive approach to systemwide communications and promotions to internal and external audiences. Functions such as strategic communications planning/messaging, including public/government relations and marketing, shall be the purview of this council. Additionally, the UR Council will endeavor to articulate to university leadership the communication needs of the universities/campuses and the system.

Reporting
- September 8 deadline to submit charter to President Johnsen, charter should include proposed language and understanding of goals
- October deadline to complete the communications needs assessment and present results to President Johnsen

Chair
- Michelle Rizk – VP University Relations, Statewide

Members
- AVP Public Affairs, Statewide – Robbie Graham
- AVC University Relations, UAA – Kristin DeSmith
- Director of University Relations, UAF – Michelle Renfrew
- Public Information Officer, UAS – Keni Campbell
- Dean of Community & Technical College, UAA – Denise Runge
- Dean of College of Liberal Arts, UAF – Todd Sherman
- Senior Public Information Officer, UAF – Marmian Grimes
- Director of Preparing Indigenous Teachers for Alaska Schools (PITAAS), UAS - Ronalda Cadiente-Brown

- Public Information Officer Council Representative, UAF – Meghan Murphy
- Athletics Representative from UAA – Ian Marks
- Public Relations & Marketing Manager, UAA - Kirstin Olmstead

Staff support: Chanda File, Administrative Assistant for SW University Relations/Public Affairs

Meeting Schedule
- Meetings will be held monthly via audio/video conference
- Future meeting times will be determined as needed
- Face-to-face meetings will be held twice annually

**Goals**
- From Attachment D (Strategic Pathways directions) of President Johnsen’s memo on systemwide councils:
  1. The UR Council will assess communication needs across all campuses and Statewide to reduce operational redundancies, pursue opportunities for cost efficiency, and increase alignment. Results of the needs assessment will be presented to the president in October.
  2. Each university will form a University PR Council with representatives from key university centers, departments, community campuses, research institutes, and athletics.

**Other Goals**
- Advise on system-wide council communications (Michelle Renfrew and Michelle Rizk leading)

**Plan for interaction with other councils**
- Interaction/collaboration with Development Council as necessary and with other councils as needed or as issues require

**Communication plan**
- Share monthly agenda items with other systemwide councils
- Communicate UR Council’s decisions and roll-out plans for initiatives to Summit Team & other systemwide councils
- Communicate with and seek feedback from university-level communications councils
Appendix

Appendix A: University Relations structures at each university and statewide:

**Statewide:** Statewide University Relations is led by a vice president of university relations (VP/UR).

Statewide University Relations includes public affairs, government relations and development (UA Foundation).

UA Office of Public Affairs is led by an associate vice president of public affairs, who reports to VP/UR and focuses on proactive communications, media/public relations, stakeholder and internal communications, social media, website management and crisis management at the system level. OPA also is charged with supporting the University of Alaska president and Board of Regents (see attached org chart for PA team structure) and developing a strategic communications plan for UA.

UA Government Relations is led by an associate vice president, who reports to VP/UR and handles state, federal and community relations including managing legislative needs.

UA Development is led by the president of the UA Foundation, who reports to the UA president and VP/UR.

**UAF:** UAF University Relations is led by a director of university relations, who reports directly to the chancellor.

University Relations is the public relations, communications and marketing arm of the advancement team, which also includes development, alumni relations and student affairs.

UA University Relations is charged with supporting the overall institution’s internal and external communications and marketing, including media relations, social media, website management, brand management, crisis communications, reputation management and chancellor’s communications. In addition, UAF UR supports university events, fundraising, alumni and enrollment marketing/recruitment efforts.

Units throughout UAF employ staff members who do communication work as all or part of their jobs. Those positions, often referred to as “Public information officers” or “PIOs” report to unit leadership (dean or director) rather than to UAF UR. PIOs are members of the UAF Public Information Officers Council, which is chaired by University Relations.

**UAA:** UAA University Relations is led by an associate vice chancellor for university relations, who reports to the vice chancellor for advancement.

UAA University Relations is the marketing/communications arm of the Advancement team, which also includes development and alumni relations.

UAA University Relations is charged with supporting the overall institution’s internal and external communications and marketing, including media relations, social media, website management, brand management, crisis communications, reputation management and chancellor’s communications. In addition, UAA UR supports university events, fundraising, alumni and enrollment marketing efforts.

Some units and community campuses employ communications professionals or people who do communications work as a part of their jobs. Those positions do not report to UAA UR.

**UAS:** There is no formal university relations department at UAS. Marketing and public affairs are not formally linked and the public affairs function is an add-on to the duties of the chancellor’s executive assistant/PIO.

Marketing and communications function is done by specific units at UAS. There is a marketing manager for admissions [student recruitment] and a director who oversees alumni and development functions. The marketing manager reports to the Vice Chancellor of Student Enrollment and is not formally linked to the PIO.
The UAS PIO’s primary duties focus on supporting the Office of the Chancellor, with the added responsibilities of media relations and stakeholder communications.
NEEDS ASSESSMENT FRAMEWORK

1. ESTABLISHING THE PROTOCOL
   A. Define the goal[s] and rationale for the assessment
      i. Establish goals
      ii. Send memo to CFO/CHRO & chancellors outlining the process and asking chancellors to communicate to their respective deans/directors the expectations for their participation in the information gathering process
      iii. Draft letter to deans/directors that will inform them about upcoming interviews, virtual desk audit and materials collection process.
      iv. Share framework and areas of study for the data pull with the UR Council
      v. Hire contractor to assist with the following data collection.
      vi. After all data is collected and an initial analysis done, the UR Council will convene to evaluate.

2. DATA TO BE COLLECTED / TOOLS TO BE USED
   A. Personnel [FTE] Review:
      i. Through SW HR—ask for list of employees in Communications Professionals classification [communication specialists [I-IV] / communication managers / executives] to determine base number of communicators. List will include name, email, title, FTE, unit, department, benefit rate and salary.
      ii. Campus UR will review information provided to determine if anyone is missing, and will add those names to spreadsheet.
      iii. Ask deans/directors to verify list and add any missing communications staff. (will establish guidelines for this, using tools list from work assessment as guideline)
      iv. Create a Survey Monkey virtual work assessment and distribute to final list of communications staff, which will determine the percentage of time spent on communications activities.

   B. Tools/Materials Review
      i. Create a list of tools and materials encompassing tools like social media accounts and materials like brochures and pens in order to have a uniform list of items.
ii. Interview deans/directors, asking them to identify (to the best of their abilities) which tools and materials are being used by their unit and the targeted audience. These interviews could take place with PIOs or other employee designated by the dean/director.

C. **Budget Analysis**

i. Create list of account codes that encompasses all communications related expenditures

ii. SW CFO [or team] will pull budgets for FY16 and FY17 for the listed account codes, separated by unit into “restricted” and “non-restricted” funding categories

iii. Result should show the costs associated with communication tasks by the two fiscal years across all campuses and Statewide.
University PR Council Structures

**UAA**

- **Campus Communicators Group**

  **Function:** The function of the group is to build a strong network of UAA campus communicators who work together to share our Amazing Stories.

  **Meeting Time:** 2-3 p.m., first Friday of the month | **Location** (varies): Administration Building, Room 102

  **Members:**
  
  Paola Banchero, pbanchero@alaska.edu
  Journalism & Communication Department Associate Professor

  Asia Bauzon, ambauzon@alaska.edu
  College of Arts & Sciences – Division of Performing & Fine Arts Communications Specialist

  Katie Behnke, klbhnke@alaska.edu
  College of Arts & Sciences Lead Social Media/Communications Specialist

  Sigrid Brudie, sbrudie@alaska.edu
  Medical Library Medical Librarian/Asst. Professor

  Ruth Cardoso, rcardoso2@alaska.edu
  Parking Services

  Luis Chavez, lchavezjr@alaska.edu
  College of Arts & Sciences – Mathematics & Natural Sciences Social Media & Graduate

  Brittani Chu, bpchu@alaska.edu
  eLearning

  Zac Clark, mzclark@alaska.edu
  Student Life & Leadership Concert Board and Programs Coordinator

  Rebecca Coffin, rhcoffin@alaska.edu
  College of Arts & Sciences – Humanities Student Support

  Pam Cravez, pcravez@alaska.edu
  Justice Center Editor, Alaska Justice Forum

  Kim Eames, kkeames@alaska.edu
  College of Arts & Sciences - Creative Writing and Literary Arts Assistant

  Terrie Gottstein, tggottstein@alaska.edu
  College of Engineering Special Projects Officer
TBD Pending New Hire
Student Affairs Community Outreach Coordinator

TBD Pending New Hire
Center for Community Engagement & Learning

Sara Juday, sjuday@alaska.edu
Institutional Effectiveness, Engagement, and Academic Support Writer/Editor

Malla Kukkonen, mmkukkonen@alaska.edu
Arctic Domain Awareness Center (ADAC) Administrative and Communications Officer

Isabel Mead, ivmead@alaska.edu
Campus Bookstore Assistant Technology Buyer

Brandon Moore, bsmoore@alaska.edu
Business Services Marketing Director

Rebekah Moras, rebekah@alaskachd.org
Center for Human Development Research Professional

Shayne Nuesca, smnuesca@alaska.edu
Student Outreach and Transition Social Media Assistant

Alex Olah, alex@alaskachd.org
Center for Human Development Research Professional

Molly Orheim, mdorheim@alaska.edu
Career Exploration & Services Director

Nate Sagan, nssagan@alaska.edu
Seawolf Athletics Assistant Athletic Director for Media Relations

Joe Selmont, jselmon1@alaska.edu
Student Activities and Commuter Student Programs Assistant Student Activities Coordinator

Liz Shine, eashine@alaska.edu
Student Outreach and Transition Marketing & Creative Design Coordinator

Omega Smith, osmith11@alaska.edu
UAA Planetarium Manager

Stacy Smith, slsmith@alaska.edu
College of Health Editor

Bob Stott, rgstottjr@alaska.edu
College of Business & Public Policy Information and Communication Systems Director
- Social Media Managers Group
Campus-wide group, meets every other month for “TalkSocial” brown bags.

UAF

- Public Information Officers Council
The PIOC is made up of public information officers/communicators throughout UAF.
**Function:** The council functions, roughly, as an extension of the University Relations team and works collaboratively on several projects, including a weekly feature story rotation, a centralized news releases distribution process, the UAF experts guide and the UAF centennial PR committee. The PIOC also provides feedback on major campus initiatives, as needed, helps staff the UAF incident management team’s public information function and provides the framework for initiating new cross-unit communications initiatives.
**Meeting times:** The team has regular monthly meetings, as well as two retreats each year: A half day in the summer for input on the UAF communication plan and a full day in the winter for yearly tactical and strategic planning.

**Members:**
Nancy Tarnai, KUAC
Debbie Carter, School of Natural Resources and Extension
Tammy Tragis-McCook, School of Management
Andrea Miller, School of Management
Theresa Bakker, UA Museum of the North
Suzanne Bishop, Rasmuson Library
Meghan Murphy, College of Natural Science and Mathematics,
Leona Long, College of Rural and Community Development
Tina Buxbaum, Alaska Center for Climate Assessment and Policy
Melody Cavanaugh Moen, Alakse Center for Energy and Power
Tania Clucas, Alaska EPSCoR
Marissa Carl, UAF eLearning
Karalee Watts, UAF Community and Technical College
Sue Mitchell, Geophysical Institute
Nona Letuligasenoa, Alaska Nanooks
Lauren Frisch, College of Fisheries and Ocean Sciences
Nate Bauer, International Arctic Research Center
Paula Dobbyn, Alaska Sea Grant
Sonnaary Campbell, Institute of Arctic Biology
Jeff Richardson, University Relations
Andrew Cassel, University Relations

UAS:

UAS does not have a formal campus PR council. Keni Campbell, public information officer, meets informally with UAS’ marketing/web office housed under Enrollment Management.