The University of Akron

University Council
Communications Committee
Goals for the UC year ending August 31, 2019

Goal	Priority Number	How Will Goal Be Measured?
To increase awareness and ultimately utilization of the SEFA grant by effectively creating educational tactics for current in need students, peers, faculty, staff and intervening public. The standing committee will recommend social media tactics for relatable outreach.	1	Review analytics for social media posts. Obtain student contact data from ZipAssist after the campaign concludes.
At the expiration of the SEFA grant in 2019, the committee will build on the awareness of students in need by promoting the Family Helping Family Fund.	2	Open rates on communications, traffic on UA website, inquiries about providing support to fund
As part of the ongoing role of the Communication Committee, we plan to continue to seek and recommend ways to improve UA student communication & conversations at the University of Akron, specifically in the domain of student-centered culture.	3	Continued conversations with student representative groups about ways to improve, possible student survey.
The standing committee will continue a review of internal communication practices to provide future recommendations.	4	Engage with internal stakeholders regarding ways improve communication.
The standing committee will conduct a preliminary investigation into branding best practices for higher education, and identify key branding constituency groups at our institution	5	Materials provided and discussions about potential branding campaign will align with and take place upon completion of strategic plan.