



Meeting Minutes

UMC Advisory Group – 15 August 2017
3:00 – 4:30pm
Reeve Union, Rm. 306

Meeting called to order at 3:00pm by Jamie Ceman.

Members present:

Chair Jamie Ceman
Elizabeth Alderton
Becky Beahm
Barbara Beuscher
Larry Carlin
Jennifer Considine
Mark Clements
Matt Eldred
Carmon Faymonville
Paul Gedlinkse
Charlie Hill
Brian Klinger
Kelly Kramp
Danielle Kvam

Jean Kwaterski
Gabriel Loiacono
Kate McQuillan
Liz Morrell
Art Munin
Andy Radig
Barbara Rau
Darryl Sims
Shirin Skifstad
Greg Wypyszynski

Not Present:

Amy Albright
Brett Goodman
Justine Stokes

Guest: Chancellor Leavitt

Member Introductions:

Following member introductions, Jamie Ceman thanked all of the members for taking part and reiterated the importance of the UMC Advisory Group.

Explained that a delegate must attend in place if appointed group member is unable to.

Review of Charge (Chancellor Leavitt):

- Read Charge Letter to the group.
- Explained the importance of UMC Advisory Group and explained the function:
 - Accountability & Advisement
 - Support & guidance to UMC

Discussion of Group Structure and Elections (Jamie Ceman):

- UMC Advisory Steering Committee Selected:
 - Chair - Larry Carlin
 - Faculty Senate - Jennifer Considine
 - Senate of Academic Staff - Andy Radig
 - University Staff Senate - Becky Beahm
 - Four reps - Mark Clements, Larry Carlin, Kelly Kramp, Darryl Sims
 - Non-voting attendees - Jamie Ceman, Mandy Potts, Peggy Breister, Jenni Monroe,

- UMC Advisory Steering Group will meet monthly
 - Amy Martin will schedule meetings

Review of UMC Service Level Agreement (Jamie Ceman):

- Explanation of UMC's SLA as defined in the printed agreement
- Impact of SLA across campus
- Relevance to the new Budget Model
- Key Performance Indicators
 - Metrics aligned with the UW Oshkosh Strategic Plan
 - Operational Efficiency Methods
 - Obligations to key campus audiences
 - Risk Management
 - Main focus right now is CAN-SPAM (Federal Regulations violation)
 - Social Media monitoring & Proactive story-pitching
- Scope of UMC Services
 - In-Scope Projects
 - Projects relating to: UW Oshkosh Strategic Plan, key institutional events, brand messaging & content strategy
 - Out of Scope Projects
 - Projects may be denied if they do not meet proper criteria/guidelines
- Obtaining Campus Support from UMC
 - Business hours
 - Submit a project request via UMC's website
 - Email
 - Call Front Desk
- **UMC Responsibilities**
- **Unit Partner Responsibilities**
- **Project Definitions and Timelines**
 - UMC will work with unit partners to complete projects on time
- **Complaints Process**
 - UMC Advisory Group responsible for addressing concerns
 - Information for group is found here: <https://umc.uwosh.edu/umc-advisory-group/>
 - Contact Jamie Ceman for inquiries with the Steering Committee
- **Q&A/Comment Session**
 - What is UMC's goal/purpose? (E. Alderton)
 - How can UMC be judged on metrics? (J. Considine)
 - Are goals met when deadlines are met? (E. Alderton)
 - Benchmarks are what we're looking for. But are the data numbers good or bad? (C. Hill)
 - Are percentages meaningful? (C. Hill)
 - How does UMC envision the goals? (J. Considine)
 - Will UMC document branding/logo guidelines for other departments to market? (G.

Loaicono)

- Meeting goals = Success with measurements & recruitment (B. Beuscher)

- **Next Meeting:** Audience Model will be discussed

Meeting adjourned at 4:20pm
Minutes Recorded by Amy Martin