University of Pittsburgh Senate Computer Usage Committee (CUC)
Friday December 12, 2016

Attending: Jones, Walton, Costantino, Jamal, Doty, Hampton, Arena, Labrindis, Frieze, Fera, Harper, Arena, Han, McCall, Spring, Rodgers, Wisniewski, Fullerton

<table>
<thead>
<tr>
<th>TOPIC</th>
<th>DISCUSSION</th>
<th>ACTION TO BE TAKEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Call to order</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Discussion with Susan Rodgers Vice Chancellor for Communications | Pitt working on updated communications plan and restructuring Office of Communications.  
- Understanding of strategic aims and outcomes that align with goals  
- Rankings, public awareness, internal and external news communication channels  
- Better utilization of online communication channels  
Possible development of Pitt news platforms? One for external and one for internal.  
- A new online news platform requires a redesign of the main university website  
- Benchmarking, survey results, growth in audience participation are measures of success  
Greater emphasis on Faculty, Staff and Student recognition.  
- We can not expect hard work to automatically be recognized.  
Greater emphasis on marketing  
- Marketing flow to become more transparent and open, open submission portal, people assigned beats.  
How can differing schools and units be trained/educated to effectively and successfully communicate messages? | Planned web site with templates of the brand will be made available. |
University of Pittsburgh Senate Computer Usage Committee (CUC)
Friday December 12, 2016

Attending: Jones, Walton, Costantino, Jamal, Doty, Hampton, Arena, Labrindis, Frieze, Fera, Harper, Arena, Han, McCall, Spring, Rodgers, Wisniewski, Fullerton

| Is there plan to coordinate school/building based information screens?  
| • Currently, most content is created locally.  
| Question: What is the payback for the statistics, impressions, and engagements? Increase student applications, increase alumni giving?  
| A: Yes, these are correlated. Frontiers conference was a strong opportunity for engagement (http://www.news.pitt.edu/news/president-obama-host-white-house-frontiers-conference-pittsburgh)  
| Discussion points and suggestions from the committee:  
| • Logo in between seal and Pitt script? Create a Pitt brand.  
| • Emphasize personal storytelling  
| • Need for multiple units to simultaneously send out a story via communicant channels such as social media.  
| • Make sure there is transparency  
| • Address the little brother issue to UPMC and CMU  
| • Keep a relationship between this committee and your office.  
| Communications will no longer charge for “time spent” or labor on a project. |
CSSD Report

CSSD Help Desk back on campus, moved from RIDC/NoC.
My.pitt.edu Portal updated with enhanced view and the new discovery tool “ask Cathy”
Question: what about entering grades?
Imap email service will retired on March 31, 2017. CSSD has reached out to the few still using the technology.

New Business

Due to time constraints tabled until next meeting:

Outlook 365 Cloud email questions and concerns
- Data privacy
- Lags due to Advance Threat Protection
Salesforce
- Enterprise relationship management system to collect information from pre application to alumni

CSSD follow up to Portal and entering grades question.
Will discuss at January meeting
Attending: Jones, Walton, Costantino, Jamal, Doty, Hampton, Arena, Labrindis, Frieze, Fera, Harper, Arena, Han, McCall, Spring, Rodgers, Wisniewski, Fullerton

<table>
<thead>
<tr>
<th>Call for New Business</th>
<th>Next meeting January 20, 2017. Reminder that February meeting was moved to Feb. 17.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meeting adjourned</td>
<td></td>
</tr>
</tbody>
</table>