

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

TOPIC	DISCUSSION	ACTION TO BE TAKEN
Call to order		
Discussion with Susan Rodgers Vice Chancellor for Communications	<p>Pitt working on updated communications plan and restructuring Office of Communications.</p> <ul style="list-style-type: none"> • 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 <p>Possible development of Pitt news platforms? One for external and one for internal.</p> <ul style="list-style-type: none"> • A new online news platform requires a redesign of the main university website • Benchmarking, survey results, growth in audience participation are measures of success <p>Greater emphasis on Faculty, Staff and Student recognition.</p> <ul style="list-style-type: none"> • We can not expect hard work to automatically be recognized. <p>Greater emphasis on marketing</p> <ul style="list-style-type: none"> • Marketing flow to become more transparent and open, open submission portal, people assigned beats. <p>How can differing schools and units be trained/educated to effectively and successfully communicate messages?</p>	<p>Planned web site with templates of the brand will be made available.</p>

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	<p>Is there plan to coordinate school/building based information screens?</p> <ul style="list-style-type: none">• Currently, most content is created locally. <p>Question: What is the payback for the statistics, impressions, and engagements? Increase student applications, increase alumni giving?</p> <p>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)</p> <p>Discussion points and suggestions from the committee:</p> <ul style="list-style-type: none">• 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.	<p>Communications will no longer charge for “time spent” or labor on a project.</p>
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CSSD Report	<p>CSSD Help Desk back on campus, moved from RIDC/NoC .</p> <p>My.pitt.edu Portal updated with enhanced view and the new discovery tool “ask Cathy” Question: what about entering grades?</p> <p>Imap email service will retired on March 31, 2017. CSSD has reached out to the few still using the technology.</p>	<p>CSSD follow up to Portal and entering grades question.</p>
New Business	<p>Due to time constraints tabled until next meeting:</p> <p>Outlook 365 Cloud email questions and concerns</p> <ul style="list-style-type: none">• Data privacy• Lags due to Advance Threat Protection <p>Salesforce</p> <ul style="list-style-type: none">• Enterprise relationship management system to collect information from pre application to alumni	<p>Will discuss at January meeting</p>

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Call for New Business		
Meeting adjourned		Next meeting January 20, 2017. Reminder that February meeting was moved to Feb. 17.