

/CACC Monthly Meeting Agenda/Minutes

Wednesday, February 11, 11 a.m.– 12 p.m.

DEV 303C or Zoom: [Embedded Link](#)

Join Zoom Meeting

<https://gvsu-edu.zoom.us/j/93412207486?pwd=AJad2DUazwKzqMXSSYPzkkPq5k16ov.1>

Invited: Paul Bylsma, Rita Cooper, Chris French, Raymond Higbea, Mark Hoffman, Jamie Langlois, Kelly Lormand, Mei Mah, Rui Niu-Cooper, Shelly Page, Melanie Rabine-Johnson, Simon Reeves, Courtney Topic, Raul Ysasi, Bill Herbst

Tentative:

Present: Shelly Page, Paul Bylsma, Mark Hoffman, Jamie Langlois, Mei Mah, Rui Niu-Cooper, Raymond Higbea, Kelly Lormand, Raul Ysasi, Bill Herbst, Simon Reeves (GA), Courtney Topic

Zoom:

Absent: Rita Cooper, Christopher French, Melanie Rabine-Johnson

Agenda Items

Approve Draft Minutes ([1/14 Draft Minutes](#))

- *Passes unanimously*

Welcome, Bill Herbst!

- Sharing what Bill does in his new role
 - *Communications for each college to create consistency internally and externally*
 - *Background: Journalism and PR*
 - *Website & social media review and learning about GVSU*
 - *Internal communications is a first priority*
- Sharing what CACC's responsibilities and activities are
 - *Paul summarized the goals of CACC*
 - *Identify communication gaps in the college - we don't actually communicate (and this is what Bill can provide support in this)*
 - *Amplify what is going on in the college*
 - *Foster collaboration between the two legacy colleges*
 - *Faculty and non-academic units (more inclusive)*
- *Dean's newsletter has high open rates, working with Victoria in the Dean's office about how to improve as needed.*
- **QUESTIONS from CACC**
 - *What about getting contributions?*
 - *How to get the contributions for the newsletter?*
 - *Theme per issue? By program, by season, by units?*
 - *How to incorporate non-faculty news?*
 - *What do the Provost & President Offices want to know from the college? (We need the human side of our communications, not only the vision/mission.)*
 - *Is your role also about providing resources to CECI?*
 - *Help program directors to communicate what's going on in their program? Yes.*
 - *CACC continues to broadcast news to our units and Bill supports this effort.*
 - *Contact by email is best.*

- *Evaluative conversation after Bill left.*
 - *Is this role redundant? Will people share with Bill and different information with CACC? Systems still need to be developed about how information is gathered.*
 - *Amplification can go beyond CECI. As Bill learns the university and the channels that already exist, he can apply his expertise to fine-tuning communication.*
 - *He can help develop a media plan or suggest ways to develop the story.*
 - *Collaboration is key. Patience as this plays out.*

CECI Awards Process

We are currently sitting on 18 nominations total. Please follow up with your units about the following timeline:

- Initial email sent out to the college on January 23
- Nominations are due on Friday, February 20 at 11:45 p.m.
- Nominees are notified by Tuesday, February 24
- Nominees are invited to submit a supporting statement by March 6
- CACC members receive compilation of nominations and supporting statements by Friday, March 13
- CACC small groups meet on Wednesday, March 18 from 12-2 p.m. to come to a consensus on award winners for their assigned award reviews.
 - **Who can make this whole session, who can make part of this session, and who cannot make this session?**
- Award winners are notified by Friday, March 20 and recognized on Monday, April 13
- *Suggestion: Let nominees know who nominated them although they might not have won the award.*
- *CACC members are asked to comment on the March 18 review date about availability.*

Kids Food Basket Bag Coloring

- Please continue to participate, and to encourage your units to participate.
- Remember the Bag-a-thon! **February 19 in the Lubbers-Hagggar Exhibition Hall: light lunch and fellowship with colleagues as you color bags.**
- Seidman College of Business is interested in a cross-college competition...but not this year. They need time to coordinate and will compete with us next year.
- Thanks to Rita and Courtney for the flyer! [Click here to see \(and forward?\) a digital copy](#) (the flyer has been updated to reflect the error in the QR code, which was actually caught before print).

Winter Meeting Service Quick-Talks

- How can we move forward with the Service-oriented Quick-Talks for the Winter Meeting?
- Is it CACC's responsibility to organize this event, or simply to communicate it? From the charge:
 - The CACC will work with the Dean's office and the standing committees to coordinate the biannual faculty/staff college meetings (e.g., agenda, location, food).

- The CACC will identify, organize, and promote opportunities for collaboration and community building within the college.
- Organizers would “aggressively” recruit participants to speak in the Quick Talks which would be a part of the meeting agenda. There would have to be a lot of intentionality that goes into a feature like this.
 - *Heavy lift to track down the people*
 - *Specific guidelines must be followed*
- *How do we provide a space for people to share their work?*
 - *At the year end meeting shared posters and publications, but didn’t seem well attended in 2025.*
 - *Could we provide poster templates for people or provide other support or those who want to share their work?*
 - *Share by unit: looking back and looking ahead. Share what they are proud of.*
 - *Unit heads provide the information*
 - *Rep or unit head presents*
 - *Make fun by adding a special word and get points? “Celebrate”*

**** This is where we stopped.****

Student Organization Tabling Event

- Why, how, when, and where do we want to do this?
- Idea was brought up to have information out about student organizations and professional organizations that are a part of or adjacent to CECI majors.

Rhett the Dinosaur

- In the past, CACC members would take an adorable crocheted dinosaur for a month and place it somewhere for others in the college to find, photograph, and send pictures to the CACC chair. This was advertised in CECI Connections.
- Rhett has been watching the slow rise of Amway Stadium from Paul’s office for the past year. Rhett is bored to tears.

Upcoming Meetings

Wednesday, March 4 at 11:00 a.m. in 303C DEV

Wednesday, April 8 at 11:00 a.m. in 303C DEV

Reporting Back to our Units

- Be persistent with reminders about the CECI Awards process.
- Color lunch bags, go to the Bag-a-thon, and/or make financial donations to Kids’ Food Basket!
- Submit to CECI Connections! Consider different celebrations: fun campus events (e.g., Wellness and Vibrancy), presentations, publications, student research projects, notable internships, awards, etc. This isn’t bragging or drawing attention to ourselves...it’s answering a common request from colleagues to the Dean’s Office to hear more about what the college is doing.

— Find Rhett. Send pics.