**OKLAHOMA STATE REGENTS FOR HIGHER EDUCATION**
**655 Research Parkway, Suite 200, Oklahoma City**

**Communicators Council – Full Council**
Minutes: Jan. 18, 2023

The Communicators Council met via Zoom Jan. 18, 2023.

Attending the meeting were: Scott Cloud, Northern Oklahoma College; Dayna Rowe, Redlands Community College; Matt Price, Oklahoma State University – Oklahoma City; Matthew Harmon, Connors State College; Trish McBeath, Eastern Oklahoma State College; Dan Mabery, Northeastern State University; Amy Goddard, University of Science and Arts of Oklahoma; Alan Burton, Southeastern Oklahoma State University; Kim Pringle, Seminole State College; Brad Barrick, Rose State College; Nicole Burgin, Tulsa Community College; Holly Bormann, Carl Albert State College; Amy Ford, East Central University; Robyn Armstrong, University Center at Ponca City; Theresa Powell, Langston University; Keith Mitchell, Cameron University; Shannon Rigsby, Oklahoma State University; Shelby Saul, Northeastern Oklahoma A&M College; Kelsey Martin, Northwestern Oklahoma State University; Boone Clemmons, Southwestern Oklahoma State University; Natasha Eidson, Oklahoma Panhandle State University; Maegan Martin, Western Oklahoma State College; and Angela Caddell, Fallon Henning, Lauren Pettigrew, and Emelia Ross, Oklahoma State Regents for Higher Education.

Scott Cloud called the meeting to order at 10 a.m.

The council reviewed the minutes of the Oct. 19, 2022, meeting, and Bradley Barrick made a motion to approve. Dayna Rowe seconded, and the motion passed by a voice vote.

**LEGISLATIVE UPDATE –** Dr. Jarrett Jobe said the deadline to file bills for the 2023 regular session was approaching. He mentioned state system policy requests for the upcoming session, including universal FAFSA completion and refinements to the Oklahoma's Promise scholarship program. He told members that Higher Education Day at the State Capitol would be held Feb. 14 and that a legislative reception to recognize recipients of the Distinguished Service Awards for Higher Education would be added to the day's events.

**COMMUNICATIONS UPDATE –** Angela Caddell introduced and welcomed new team members Fallon Henning, communications coordinator, and Lauren Pettigrew, communications specialist.

Caddell said the original date for the March 2023 council meeting, March 22, would conflict with a State Regents meeting. She proposed moving the council meeting to Wednesday, March 29. The membership concurred.

Caddell reminded the council that the protocol and format to feature campus Economic Development Success Stories had changed to a single webpage showcasing links to workforce and economic development stories on campus websites. She invited members to review the stories currently featured for their campus and provide links to any other stories to be featured on the new webpage.

Caddell indicated that approximately 71% of campuses participated in the workforce development social media campaign in the last quarter, October through December 2022. She thanked members for the participation and encouraged them to continue using the messages and campaign hashtag and to amplify content shared by OSRHE and Chancellor Garrett.

Emelia Ross notified members to continue sending daily news clips to her for the near future.

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Henning reminded members to provide new campus photos as they become available, with particular emphasis on images in healthcare and teacher education settings.

**CRISIS COMMUNICATION CASE STUDY** – Guest speaker Michelle Brooks, director of communications for the City of Tulsa and press secretary for Tulsa Mayor G.T. Bynum, shared her experiences during and following the June 2022 mass shooting at St. Francis Hospital. She provided an overview of the Incident Command System and Joint Information System structures utilized during the response, the timeline of events leading up to and following the shooting, and the communication process with the public, media and partners throughout the incident. She discussed victories and lessons learned, and several members asked questions and shared their experiences and perspectives.

**DEBRIEF: OCPRA FALL WORKSHOP –** Keith Mitchell said the Nov. 2 event at the UCO Boathouse was well received, with positive comments about the content and speaker. He congratulated members Holly Bormann and Amy Goddard, who won the Randy Talley Rising Star Award and Natalea Watkins Communicator of the Year Award, respectively. He said OCPRA's summer conference was set for July 9-11.

**DISCUSSION OF HIGHER EDUCATION DAY AT THE CAPITOL –** Caddell said the day would include time in the morning for student visits with legislators, followed by a shorter formal program focused on student speakers in the House Chamber at 1 p.m. and a legislative reception at 2:30 p.m. She noted that a group photo was scheduled with the Governor before lunch and encouraged campuses to bring mascots, if possible. Caddell said her team would provide prepared messaging and images for use in the system social media campaign and asked members to also deploy content highlighting business partnerships. She said an agenda, student tools, legislator contact information and other resources for campus personnel and students were in development and would be shared with the council as soon as possible.

**COMMITTEE REPORTS –** Cloud said the Executive Committee reviewed the full council agenda and discussed the date change for the March meeting. The Member Orientation/Mentoring Committee, Message Development Committee and Crisis Communications Committee had no report.

**DISCUSSION OF SPRING OPERATIONAL IMPACTS/PLANS/CHALLENGES –** Members briefly discussed campus building access requirements, such as identification badging and strategic, scheduled door locking.

**OPEN DIALOGUE: ITEMS OF INTEREST TO THE COUNCIL –** No discussion.

**FUTURE MEETING TOPICS –** Caddell said her team would continue to pursue guest speakers for future meetings to address the priority topics previously identified by the council. No new topics were added.

**OTHER BUSINESS** – No discussion.

Cloud asked for a motion to adjourn. A motion was made by Bormann, and Mitchell seconded. The motion passed by a voice vote, and the meeting adjourned at 11:25 a.m.