

President's Council on Culture
Meeting Notes
June 22, 2020
Microsoft Teams Virtual Meeting
1:00-2:00pm

Attended: Barry Braun, Catherine Douras, Ellen Fisher, Wayne Hall, Pam Jackson, Sue James, Carmen Rivera, Ashley Wilbanks, Emily Wilmsen

Awaiting President's Approval on Vision/Process & Check-Ins with Various Groups

- Joyce was on annual leave the week before the meeting, we continue to wait on her approval of the vision.
- CPC meets in July; Wayne has reached out to Meg (chair) to see if PCC can get on the agenda for the executive team prior. Going to the CPC meeting will also be beneficial.
 - We want to get their input on our draft vision as well the listening tour idea.
- Faculty council executive team ready to meet with PCC when we are. Sue will work to get this set up.
- The Department Head group is also ready to meet with PCC when we are. Barry will help coordinate this meeting.
- Sending the groups something in writing beforehand would be helpful, in order for them to digest the information prior to meeting.

Internal Communication Consortium (IC Consortium) Proposal

- Pam has polished up the draft (spelling & grammatical errors) that was sent out to the group, Emily & Pam will continue to work on the draft.
- Pam shared her screen & walked the group through the document during the discussion.
- The announcement of the new VPUC will be coming soon.
- Aligning internal and external communication is incredibly important, internal communications tend to be more difficult to manage. (Pam)
- Since this is a draft, changes will be made.
- The purpose of this IC Consortium would be to build a synergy around strategic communications that helps PCC and all groups who are working across campus functioning as a collective, moving in the same direction, assessing, strategically organizing and attacking culture change. Each group is aiming for culture shifts to better the institution. This Consortium would help these groups with internal communication. (Pam)
- Sharing knowledge between key groups, that are impacting culture, is important to internally communicate. (Pam)
- The goals in the draft need to be worked on.(Pam)
- The strategies need to be polished. (Pam)
 - Please see the IC Consortium flow chart in the document.
 - PCC would be the primary facilitators of this IC Consortium and we would consult with other key stakeholder groups, i.e.: CoGen, the Committee on NTTF, The Native American Advisory Council, The Commission on Women & Gender Equity (if this still exists)
 - The groups with an asterix on the flowchart are formal/designated groups,

councils, committees, commissions on campus that are working towards affecting change around different things based on their priorities, charge, vision, mission.
(Pam)

-The (potential) group on Strategic Transformation's future is unknown at this point. Originally, Joyce mentioned to Sue that she would like to have PCC be part of it.
(Sue)

- We want to know what the students are doing and improve communication with students as well, PMSAC & ASCSU have been included for that reason. (Sue)
- The other groups that we will consult with are listed in the document.
- The first few steps of Koetters 8-Step Change Model have been included in the document as they apply with the Consortium. (Pam)
 - Logistically, implementing the Consortium is up to debate by PCC. Pam proposes monthly meetings or semester retreats to share information, priorities on implementing change, communication priorities, what are the groups working on, communication strategies that can be built on. It is important to determine where the greatest change needed is. It is also important to make sure we come up with specific calls for action for the Consortium (how do we work together, recite the missions of each group working on culture change).
- Each group does not have a specific communications person.
- There needs to be an established way for communications people in each group to check-in with each other. This is especially helpful when something happens that needs to be conveyed to campus.(Sue)
- Does the climate survey become a climate & culture survey to help inform the groups working on affecting systemic change? (Pam)
 - Sue believes that is is hard to assess culture through a survey.
- Barry mentioned the 'Cam the Ram incident' as an example of needing to avoid a lag time in communications by having everyone be on the same team.
 - There has been some movement on improving stream-lining communications regarding such topics. (Sue)
- Carmen's thoughts include:
 - Adding 'climate/culture' to the title of the Consortium since it isn't focused on the general communication idea but these ideas too. Pam agrees.
 - This is broader than PCC and is a great example of how PCC does work on behalf of culture change on campus but is not necessarily the owner of it. The three entities listed on the flowchart 'own' it collectively, PCC is the initial convener and facilitator. (Pam)
 - The first step listed in the three of Koetter's Change Model seems very narrow for this present moment. Perhaps we could talk about systemic oppression (racism, sexism, etc.) Will it still ring true if we do not have Covid as a factor in the next several years?
 - Systemic racism is a big topic to address, but this council has not been charged with addressing this as a primary issue but could include it other topics that have a big impact in culture.
- It feels like the Division of Communications should own it, the Director of Communications more specifically. (Sue)
 - Pam is ok with this, and would like to make sure everyone agrees with this and

feels that it is right.

- How do we keep a broad plan in place but is also specific to the current times? (Sue)
 - We can accommodate both but need to add the language in that things will change & evolve over time. (Pam)
- Ellen feels that the documents feels like it is one more piece of rhetoric that says the right things but does not state specifically how things will happen. Ellen is struggling with how the document will be implemented. Ellen does not want PCC to lose ground!
 - The goals & strategies in the document need to be reworked. The goals of this group would be to share how other groups who are working on systemic change & moving the University forward in knowing to 1. Share the information /priorities/identify gaps 2. Build strategic communication strategies internally to different campus communities and stakeholders. (Pam)
 - We need to focus on the goals of the Consortium and how will it achieve these goals. Once we know what the goals of the Consortium are, people can come together and work on the communication strategy to break through. (Sue)
 - Sue suggests making the communication strategies very clear.
 - This is a matter of understanding who we are as an institution and what all the pieces are before we can tell everyone else what we are doing. This will be like a road map to how we will get ourselves organized before we can dive into strategies. There is an urgency to this, we need to do something. It seems like we are behind where CU is at this time. (Emily)
- We want this to be owned by the Division of Communications, thinking about a broader title to take this to other groups to bring more value to the groups and the overall efforts as an institution and to bring more communication support. (Sue)
- This is focused solely on the communication efforts of the groups. This is a small subcomponent of PCC, and the other groups. If it is seen as a problem or something to kill time, we will want to consider not moving this forward. (Pam)
 - It is not seen as a problem, it is an early draft and this discussion is helping to clarify it. (Sue)
 - Having the framework on this strategy is really important, applicable, and necessary to this work. (Carmen)

State Classified Listening Tour

- The idea when we met last summer, was around how to do a listening tour with state classified employees to get feedback/input from them. (Sue)
- Sue, Wayne, Pam, and Tim G. were present at the meeting last summer.
- Items that came up last summer:
 - Myth busting
 - Lack of Ombuds
 - Police Department as its own micro culture
 - The micro culture of facilities
- Tom Satterly is welcome to letting PCC in to help communicate. (Wayne)

Homework/Next Steps

- Faculty council executive team ready to meet with PCC when we are. Sue will work to get this set up.

- The Department Head group is also ready to meet with PCC when we are. Barry will help coordinate this meeting.
- Sue, Emily, and Pam will bring a second version of this draft to the next meeting.
- Please look at the potential FAQs for the website. It is located in the file section of the PCC Team.

Next Meeting: Monday July 6, 2020 at 1pm, Microsoft Teams