

ANNUAL REPORT
Date Due: July 31, 2021

COMMITTEE NAME

University of North Alabama
Florence, Alabama

John Cicala, Ph.D.
Committee Chair

July 31, 2022
Date submitted

Submitted to: Dr. Ross C. Alexander, Provost
Title/Committee (if applicable)

Date received

UNIVERSITY OF NORTH ALABAMA

ANNUAL REPORT 2021-2022

I. **Executive Summary**

The Graphic Standards and Web Communications Committee had no specific tasks or requests made of it during the 2021-2022 academic year.

II. **The Committee's Charge** (from the Shared Governance Document)

- 1. To serve as an advisory committee on the establishment and implementation of the University's uniform graphics standards policies.*
- 2. To gather and review information on the use of University graphics on and off campus and assess University graphics standards in light of the information obtained.*
- 3. To review the UNA Web Page regularly and to recommend changes to the page to ensure that it contains accurate, up to date information consistent with the graphic standards of the University*
- 4. To propose changes for the improvement of University graphic and web materials and their uniform use*
- 5. To handle any proposals the committee may make affecting university policy according to section C.2 "Shared Governance Procedure for Policy Change Recommendations"*
- 6. To submit a final written report electronically by the first day of the fall semester to the Vice President for University Advancement with a copy sent to the Chair of the SGEC*

III. **The Committee met on the following dates:**

- September 26, 2021 A planned meeting was postponed at the suggestion of Dr. Amber Paulk, due to expected changes to the Office of Communications and Marketing. A meeting with Candace Arnold took place to discuss the committee's charge. Mitchell Moon agreed to be Vice-Chair.
- October 27, 2021 Committee membership finalized.

IV. **What were the Committee's actions and accomplishments this year relative to each of the items of the charge?**

The Committee was not requested to advise on any of the University's uniform graphic standards policies. The Committee did not gather or review information

on the use of the University's graphics on or off campus. The Committee was not asked to review the UNA web site; nor did it propose changes for the improvement of graphic or web materials. The Committee was not asked by the University administration to handle any proposals that may have affected university policy according to Section C.2, "Shared Governance Procedure for Policy Change Recommendations."

It intends to submit a final written report by August 17, 2022, to the Vice President for University Advancement, with a copy sent to the SGEC Chair.

V. What were the Committee's formal recommendations?

The Graphic Standards and Web Communications Committee made no formal recommendations during the 2021-2022 academic year.

VI. What does the Committee plan to accomplish

A. In the coming year?

Please see the response in the subsequent Section.

B. In future years?

Please see the response in the subsequent Section.

VII. What are the Committee's weaknesses?

It was suggested to the Committee Chair in the beginning of the academic year that changes to the Office of Communications and Marketing (OCM) would potentially impact the charges of the Committee. As a result, the committee spent the 2021-2022 academic year in a type of holding pattern. Its sole activity the previous year was approving the use of a silhouette of a female lion in the school logo in place of the traditional male lion silhouette for the Year of the Woman.

I was informed that this committee serves in an advisory capacity (as described in the first charge), presumably to the OCM. As a result, unless the committee is specifically asked by University administration to advise on a particular matter, they do not have any direct responsibilities.

A. What can the Shared Governance Committee help you do to address the weaknesses?

Either dissolve the committee or make it more proactive by allowing it to assist the OCM with their duties and responsibilities. There should be a representative from each College on this Committee who actively serves as that College's liaison with the OCM, keeping them informed of that College's events and activities.

VIII. Comments

Please refer to the above section.