

2016 FACT SHEET: OP Communications Advisory Subcommittee (CASC)

INTRODUCTION

The OP Communications Advisory Subcommittee (CASC) is a subcommittee of the UCOP Staff Assembly (OPSA) and will serve in an advisory capacity to OPSA and UCOP Internal Communications on issues involving communications with UCOP employees. The group is advisory in nature; its role is to help strengthen and facilitate internal employee communications. It is not a decision-making body.

The subcommittee was formed in 2014 in response to a recommendation of the UCOP Staff Engagement Initiative, in which staff expressed an interest in helping to facilitate communications throughout UCOP.

ROLES AND RESPONSIBILITIES

Committee members will play three primary roles:

1. Provide input:
 - Review selected organizational communications efforts and provide feedback and suggestions for possible improvements about messaging
 - Contribute to the development of communications strategies or programs on specific topics to help build a more informed and engaged UCOP community
 - Relay feedback (support, concerns, suggestions, etc.) from departmental and OP colleagues about employee communications in general
2. Facilitate communication:
 - Help facilitate the dissemination of important information and calls to action by distributing communications and talking to colleagues
 - Help foster staff engagement and communication within the UCOP community (e.g., comment on Link, encourage colleagues to read Link and comment, attend events)
3. Provide support for communications activities:
 - Help plan, promote and staff events such as brown bags and town halls

PROFESSIONAL DEVELOPMENT OPPORTUNITY

CASC member participation is intended as a learning experience and professional development opportunity. In addition to learning about organizational communication in general, interested members might:

- Help create Link stories and/or other OP communications
- Introduce or facilitate staff meetings or events

COMMITTEE LEADERSHIP

The current communications chair of the OPSA Steering Committee and one representative of the UCOP Internal Communications team will chair the committee. They will:

- Participate in the selection of committee members
- Organize and lead regular meetings and member selection processes
- Assign additional work for ad hoc or subcommittees
- Select items to be discussed with subject matter experts (i.e., OPSA Steering Committee, Communications or other departments)

COMMITTEE MEMBERSHIP

Membership will consist of a maximum of six members, and terms will be for 12 months. Members must apply to join and must meet eligibility requirements and the following criteria:

- Have a strong desire to help facilitate staff engagement and communication
- Be eager to learn about organizational communications
- Demonstrate an ability to influence others, work collaboratively and solve problems

MEMBER SELECTION PROCESS

Applications for membership will be invited from UCOP staff. The OPSA chair and communications lead will work with the Internal Communications team to review applications and make selections based on the above criteria. Goals include achieving broad representation from UCOP departments, positions and ranks. If final selections cannot be made based on written applications, interviews with the co-chairs may be scheduled to make final selections.

COMMITTEE MEETINGS

The committee will meet from 12-1 p.m. on the first Wednesday of each month. Ad hoc meetings and other informal interactions may be scheduled as needed. It is estimated that the typical time commitment per committee member would be approximately 2 hours/month.