

Human Resources and University Relations Committee Meeting Minutes
February 17, 2017
9:00 AM, Patterson Office Tower, 18th floor

Committee Members Present: Kelly Sullivan Holland, Lee Blonder, Angela Edwards, Bob Grossman, David Hawpe, Dave Melanson

Other Board Members Present: Jennifer Barber, Bill Britton, Britt Brockman, Michael Christian, Kelly Knight Craft, Cammie Grant, Robert Vance, Barbara Young

Chair Kelly Sullivan Holland, called the meeting to order at 9:00 AM.

A motion was made by committee member David Hawpe to approve the minutes from the December 15, 2015, and May 3, 2016, committee meetings. Motion was seconded by committee member Angela Edwards. Motion carried, minutes approved as written.

Trustee Holland welcomed and introduced Jay Blanton, Executive Director of Public Relations & Marketing, to give the UK Public Relations and Marketing overview.

Topics covered in the presentation included an overview of the Public Relations office and its role on campus, numbers and data on various platforms of social media, and brand crisis and reputational threat management.

The goals of the UK Public Relations Office for 2017 include growing the intended audience across various platforms, increasing the engagement rate of the audience, and utilizing features of social media platforms to enhance the end user experience.

At the conclusion of the UK Public Relations and Marketing overview, Trustee Holland thanked Jay Blanton for his presentation and continued work for the University. She called for other committee business.

Motion was made by committee member Dave Melanson to adjourn and seconded by committee member Angela Edwards. Chair Holland adjourned the meeting at 9:56 AM.