

University Affairs Meeting with Susan Foley (Interim Vice-President for Marketing and Communications) - 10/30/2024

Meeting began with introductions. Susan shared that she is responsible for

- Driving marketing and communications for both the east and west campus
- Upholding the reputation of the university
- Stay creative and proactive with the university to ensure a strategic position for its advancement

Alex Orlov inquired as to who a designated person for CEAS press releases would be..

Susan shared that every other week there is a meeting that she hosts where they refine the agenda.

John asked for Susan to share a little bit more about Marcom's vision.

Susan shared that the brand for SBU needed a refresh. Stressing that they need to define how SBU can be distinguished from other learning experiences. Conducted an 18 month research project and concluded that SBU is on the rise despite higher education in general is not. Just recently they launched a "Dare to Be" campaign which embodies the energy and ambition of our faculty, students, and staff. The campaign is being launched internally on campus as well out externally via commercials and other advertising.

Alex asked about outreach to more students (including international students) without exacerbating the budget deficit.

Susan responded that she works with the provost and enrollment offices on a daily basis to drive the admission/enrollment process. They also make sure they are staying mindful of what the students value when doing their outreach.

Shirpa asked what kind of connections Marcom has with the communications manager of Stony Brook Medicine.

Susan shared that "Dare to Be" was carefully designed to work well with all the schools and departments on campus. She expressed hesitancy with using the "dare" word when it came to surgery and medicine, but soon hopes to make sure the east and west campus can work more seamlessly together.

Anood asked about bridging the gap between students' incoming expectations vs. experiences they face once they are here.

Susan shared that she would want to have an open dialogue with the students.

Alex asked about time management strategies that MARCOM uses.

Susan shared that the "Dare to Be" campaign is a sentiment that is shared among the members of her own department, which gives autonomy to her staff to work without micromanagement, to better adhere to deadlines.

Alex asked if there was anything else that our committee could do to help with MARCOM.

Susan asked for clarification as to what the University Affairs committee represents.

Alex stated that our committee's primary function is to share reports to the senate executive committee.

Susan thanked the committee. She stated that the more people who know about the early stages of her department's campaign would be very helpful.