

## Board of Visitors – Spring 2000 Communications Committee Report

April 14, 2000

11:00 a.m. – 5:45 p.m.

Visitor Center, Room 102

**Mission Statement:** It is the responsibility of the Communications Committee for ensuring that the strengths and successes of the OU Computer Science programs are adequately identified and documented in such a format that they are available for review by any interested group or individual. Groups initially identified are current and potential students and faculty, the OU Administration, industry, funding agencies, legislature, and the community-at-large. When one of these groups (or others) have been qualified, the actual message content for the group must be developed, as well as the appropriate delivery media. The Communications Committee works in conjunction with the Computer Science Faculty, the Executive Committee of the CS BoV, and the Director for Communications for the College of Engineering, and shall report to the CS BoV at each of its regular meetings.

The Communications Committee has devised a systematic approach for tackling the issue of communications. An initial matrix has been developed that shows target groups, as well as possible content types for each, and possible delivery methods. This matrix will be used as an initial template; however, it is a “living document” and as such may be amended at any time by the Communications Committee and the Executive Committee. The speed at which the targeted group segments are developed and implemented is dependent upon the resources available to the committee. Such resources include, but are not limited to the number of active committee members, Computer Science Administration, CS past/present/future academic and research program information, as well as support from the College of Engineering and the OU Administration. Once the message content and delivery mechanisms for each segment is in place, the committee will assist the Computer Science and Development personnel in developing a marketing plan to ensure that the desired messages are made available to each targeted segment.