

Wellness Coalition – Communication and Public Relations Work Group  
Meeting minutes

January 23, 2009

*Members present:*

Bart Hipple (chair)

Gloria Apariac Blackwell

Jay Gilchrist

Scott Lawler

Chris Garcia

Ryan Carey

Mitchell Amoros

Mona Javid

Dylan Tubbs

Mary Kate Sullivan

Kaitlin Doody

We began the meeting by collecting contact information for all the group members. We discussed creating a list-serve or reflector in order to make communication easier.

We then discussed possible people who we may want to join or group or at least contact as we develop our logo, campaign plan, etc. The groups and/or people discussed were:

- Chris Garcia mentioned that she invited someone with communication experience from her own department.
- We discussed recruiting a member from the Greek community in order to reach the large percentage of the student body that is involved in Greek life. Mona said she would send an email asking for volunteers. When Kaitlin Doody arrived she said she was involved in Greek life and would contact potential volunteers, but also said she would be comfortable being our connection to the Greek community.
- A non-exempt staff member who could provide us with a different point of view was suggested and Gloria mentioned that she could recruit someone from her department.
- It was suggested that we recruit someone with graphic design experience, possible Julian Matutae (can someone confirm the spelling of her name?) who worked with the Health Center
  - Also included in the graphic art discussion was the use of possibly hiring a web company to help us develop a website. This led to a discussion regarding the recruitment of students in both the Art and Computer Science departments for help developing a website and a logo. Dylan mentioned that he knows a professor in the art department and would discuss getting that professor's students involved in some manner.

The discussion of graphic design, logo, and marketing strategies, continued and the following points were discussed:

- We need to make a catalog of potential avenues for communication including newsletters on campus and bulletin boards on campus (specifically RHA). It was decided that each group member would email Mary Kate with any newsletters or groups on campus who could help so she could create a master list.
- We discussed the need to make sure our message can reach as many students and faculty/staff as possible.

- We discussed the need for translating our message into other languages specifically, French, Vietnamese, and Spanish. Chris Garcia mentioned that the counseling center may be able to help us connect to these groups.
- The need to develop two types of messages in order to reach student and faculty/staff populations was mentioned. There was concern that one group may get overlooked if we do not take the time to reach out to both. Most students use computers, making a website a great way to communicate; however, many staff members do not have computer access (especially at work) which means we would need to develop an alternative avenue for communication with that population.
- Next, we discussed the possibility of using “TERPS are \_\_\_\_” (Fit, Healthy, Active, Relaxed, etc) as our marketing campaign. This idea was received well, and discussion of using the script “Terps” used by the Athletic Department was suggested. However, there was concern that faculty and staff do not consider themselves “Terps” and therefore this message would exclude that population. Additionally, there was concern in that this message may be connected too closely to Athletics.
  - The use of the script “Terps” introduced the idea that we will need to contact someone from University Relations/ Licensing in order to make sure our logo is approved by those departments. Joe Ebaugh, whose office is in Cole, is a possible contact person for this. The need for interacting with the Policy Work Team was discussed regarding copywriting our logo.
- A discussion on the possibility of having a campus-wide competition for our logo included the following points:
  - The logo should help us to maximize awareness of the campaign. It should also be GENDER and RACE neutral
  - Parameters should be set for how logo entries will be judged.
  - The contest should be publicized to all of campus
  - The hope is that the logo will eventually represent the coalition and in future act as a “seal of approval” for campus programs that encourage wellness.
  - Scott Lawler said he would contact DOTS in order to get ideas about how they conduct their parking pass design contest.
- Other schools that have wellness programs in effect are University of Florida, University of California, and the University of South Carolina. These schools were discussed as possible guides for our own campaign. Mona and Dylan will be attending a Fitness Expo at South Carolina in February and plan on gathering information while they are there.

*Assignments were given at the conclusion of the meeting:*

Scott and Dylan- Logo criteria, website design

Mona and Dylan – Fitness Expo (benchmarking peer institutions)

Mona, Mitchell, and Kaitlin – Contact a student from Greek life, Mitchell will be our RHA contact.

Gloria and Chris – recruit a non-exempt staff member

Ryan- begin to compile text for a possible editorial in the Diamondback to announce the campaign

Jay – send out power point slides and Coalition information to the students

Bart- contacting Joe Ebaugh from University Licensing/Relations regarding use of logos, etc.

Mary Kate – email list, meeting minutes, begin to catalog possible outlets on campus.

Other notes:

Meeting minutes will be kept by a new group member each meeting and should be emailed out to the group within 2 working days of the meeting.

Our next two meetings were scheduled:

Monday February 9, 2009 at 3:30 pm in the ERC (Conference room TBD)

Monday February 23, 2009 at 3:30 pm location TBD

Submitted by: Mary Kate Sullivan

## Wellness Coalition – Communication and Public Relations Work Group

Meeting minutes

February 5, 2009

*Members present:*

Bart Hipple (chair)

Ryan Carey

Gloria Aparicio Blackwell

Doris Climes

Scott Lawler

Mary Kate Sullivan

Chris Garcia

Barb Aiken

1. We began the meeting by reviewing various campus publications that Gloria shared as examples of places we might consider placing information. The list included TERP magazine from University Relations, Faculty Voice, and others. Mary Kate encouraged committee members to continue to forward names of similar campus publications, both electronic and paper.

2. The meeting progressed to a review of the minutes from Jan 23 previously circulated by Mary Kate on Jan 26.

- Chris has not persuaded the Department of Communication to send a representative to become a full time work group member. She is still looking into the possibility of a graduate or undergraduate student. Bart suggested Nancy Brenowitz Katz, (M.S., R.D., L.D., Dietetics Program Director and Lecturer, Department of Nutrition and Food Science) as a possibility. He also suggested Dr. Xiaoli Nan (Assistant Professor, Department of Communication: Persuasion & Social Influence and Health Communication).
- Kaitlin has not reported an additional volunteer from the Greek community but she had previously said she would be comfortable being our connection to that group. (Not clear if we are looking for a student member or a staff member from the Office of Fraternity and Sorority Life. Either or both?)
- Gloria introduced Doris Climes, a staff member from Facilities Management Housekeeping, as a new member of our work group.
- We are still seeking someone with graphic design experience (Julia Matute's current work load prevents). Andy Mrusko, Coordinator of Marketing from Stamp Student Union, has been invited to join us. (Chris will add him to the mailing list.)

3. A larger discussion of graphics, website development, and marketing strategies covered the following points:

- Scott offered the "Healthy Carolina" website from USC as an example to explore. He also distributed a copy of the Health Center's "Cough Etiquette & Handwashing Art Contest" and the Department of Transportation's "Parking Permit Artwork Contest" process specifications as resources if we elect to run a logo contest. (Chris will scan these two documents and attach electronic copies to the meeting minutes.)
- There was discussion of the different places that we would wish to advertise the contest e.g., UM homepage, FYI, Testudo, and the Student Affairs, CRS, and Res Life web sites. Others?
- In answer to the question "Do we want the contest to include a tag line and a logo?" Barb suggested we consider coming up with the message within the work group and test it with the aim of providing it as a basis for the logo contest.
- Barb reiterated our timeline that calls for having a web site ready to go early Fall '09, maybe be able to introduce it in late fall, and produce a major rollout of activities in Spring '10. The major rollout

could take advantage of the general inclination “to start the new year right”. This relatively long lead time was planned in order to allow us to succeed but we do need to make steady progress.

- Bart suggested we need someone to help us understand components of an effective message. Gloria suggested Sidney Yu, the current Vice President for Marketing and Communications (UM’s Chief Marketing Officer). Bart suggested we might tap Nancy Brenowitz Katz and/or Dr. Xiaoli Nan to speak with the group.
  - Bart suggested looking at the State’s “Healthy Maryland” campaign. There was consensus on the need to continue to include the three major populations (students, faculty, and staff) in our considerations. We may even conclude we need three different messages.
  - We discussed our need to find expertise and developed the following points:
    - Ryan suggested Dr. Steve McDaniel, Associate Professor in Kinesiology (marketing and media phenomena; holds an affiliate appointment with the Department of Communication)
    - There are some UM-established rules to follow. Bart will ask Jay if he has been in contact with Joe Ebaugh, Director of Licensing, Intercollegiate Athletics. If not, Chris has offered to do so and report back.
  - Gloria asked Bart to summarize our goals and objectives for our new member Doris Climes and he did.
  - Ryan introduced a one-page “Open Letter to Students, Faculty, and Staff” (Chris will scan and attach to the minutes). A suggestion was made to add text about our goals and objectives. Overall, we agreed this document provides a great starting point for any initial communication we would develop for the campus community. Scott suggests we may want to run the final draft past University Relations to ensure that the institution is accurately represented. Barb suggests that we might add our connections with the School of Public Health and data on faculty and staff when we have it in order to back up the data Ryan has used from the 2008 National College Health Assessment concerning students.
4. We discussed the following points concerning current use of campus fitness facilities:
- There seems to be a general lack of knowledge within the campus community about what is available on campus. Examples include faculty/staff intramurals, SPH fitness room, and the mid-day walking track in the Armory. Much of this information may currently be found on the Campus Recreation Services website. However, the web site that the Wellness Coalition envisions will pull all of this information together.
  - Barb offered that CRS has data on who comes into its facilities but once inside, a client could spend the day in Sneaker’s Café rather than working out. She added that many in the community may work out off campus because of schedule constraints. In fact, we know little about what constraints people face regarding fitness but one of our tasks is to continuously explore what those barriers might be.
  - Ryan reported that at the SPH fitness room, the same small group of people uses it regularly.
  - We discussed the need to better understand staff/faculty wellness needs. We don’t currently know if the Assessment and Data Analysis work group is working on an employee health assessment. Barb reported that the Student Affairs website will eventually have a space for all four work groups’ minutes so that we can more easily coordinate our activities.

5. A discussion of this spring's Wellness Expo covered the following points:
- Barb reports that the event, previously held in Eppley Recreation Center, will happen in Stamp Student Union on April 22 from 12 – 4.
  - This may be an opportunity to test some messages.
  - Chris will check on scheduling for the annual Earth Day On the Mall celebration as it may be planned for the same day.
  - Doris offers that the hours may leave some staff members out. Barb will look into the possibility of beginning the event at 11:00 a.m.
  - There was recognition that whenever we schedule events, there may be some groups left out. For example, Bart reported that some bakers work 1 – 9:30 a.m. We will attempt to be as inclusive as possible when scheduling. We discussed the possibility of learning about the different shifts employees work on campus.
6. The discussion then turned to our proposed web site.
- Bart provided a copy of the RFQ that Dining Services used to find a web site development vendor. (Chris will scan and attach to the minutes.) He reported that the winning firm, LMD Design, works with University Communications on other projects. He shared the information that the University will require all campus web sites to carry the "University wrap" by the end of the spring 2009 semester. (The "wrap" is the border surrounding a site's home page. See [www.umd.edu](http://www.umd.edu)) He also stressed the importance of web site portability and ease of maintaining the site. (This may begin to argue for using a vendor rather than choosing to make development of the web site an academic (class) project.)
  - The question was posed "What do we want the web site to do for us?" We will be required to articulate the answers before looking for a web designer.
  - The site should be up for testing by or in early Fall 2009 with a roll out planned for late Fall 2009.
7. Assignments resulting from the meeting included the following:
- Chris will check on scheduling for the annual Earth Day On the Mall celebration.
  - Barb will check on the possibility of beginning the Wellness Expo at 11:00.
  - Bart will check and get back to Chris on the need to contact Ed Ebaugh.
  - Bart will attempt to schedule one of the four communication experts discussed earlier (Dr. Nan, Ms Katz, Dr. McDaniel, or Mr. Yu) to speak with us at our next meeting.
  - All work group members will begin to look at the web sites we have learned about and begin to focus on what we want as a tagline, logo, and web site presence.
    - <http://healthygators.hhp.ufl.edu/coalition.shtml>
    - <http://www.sc.edu/healthycarolina/>
    - <http://www.fha.state.md.us/ohpp/hip/> Healthy Maryland 2010
    - <http://uclivingwell.ucop.edu/>
  - All work group members are asked to continue to forward Mary Kate information about potential publications on campus that might help us in getting our message out.
  - All work group members are asked to review the following four attachments:
    - An Open Letter
    - Cough Etiquette and Handwashing Art Contest
    - DOTS Parking Permit and Artwork Contest

- RFQ – Web Site Design
8. Next meeting was confirmed for Monday, February 23 in this same location (ERC Student Conference Room).
- A short discussion resulted in moving the meeting time to 12 -1:30.
  - Note that the February 23 meeting was *originally* scheduled for 3:30 – 4:30.
  - We may have feedback from Dylan and Mona after their attendance at the “Fitness Expo” at South Carolina.

Submitted by: Chris Garcia

Attachments: An Open Letter  
Cough Etiquette and Handwashing Art Contest  
DOTS Parking Permit and Artwork Contest  
RFQ – Web Site Design  
Contact List -Feb 5 2009

Wellness Coalition – Communication and Public Relations Work Group

Meeting minutes

February 23, 2009

*Members present:*

Bart Hipple (chair)

Barbara Aiken

Chris Garcia

Alice Horowitz

Nancy Brenowitz Katz

Mary Kate Sullivan

We began by introducing ourselves around the table: there are two new members to the group. Guest speakers were not able to coordinate their schedules with this meeting so we discussed possible agendas. Chris suggested we start a stakeholder analysis. Bart suggested we work on a mission statement.

Barbara proposed the following mission: 1) communication: get the word out about programs proposed by the programming sub committee 2) create messages that suggest healthy behaviors, identify destructive messages and diffuse them a) connect people to what's out there b) convince them to behave in healthy ways.

Alice spoke about Health literacy. The term came from the IOM, about five years ago. Currently, NIH is asking for RFP's dealing with health literacy. Examples of health literacy include: how to take medicines, what is good food, how to make doctor appointments and negotiate the insurance process, am I Medicaid eligible.

In 2003, a random sample of the population (studying literacy) discovered that health literacy is a major problem.

Nancy suggested that the Wellness Coalition should include an orientation component for parents and students. We discussed that the coalition hopes to start on "day one" teaching students how to make

healthy choices. One desired outcome is to have required wellness classes or to include in the UNIV curriculum a wellness segment. Another is to have a First Year book about wellness.

We discussed public relations and its link to building good relationships. The suggestion was made that we should focus on social marketing – to sell ideas and practices. Call on the School of Public Health, on outside experts

1) PR and Marketing for Campus Wellness Coalition – to let people know. This will require a great tagline.

2) Market concepts of wellness

3) Communicate programs

We discussed possible research that we may need to do to learn about what will change behaviors. Increased knowledge does not equal increased action. And, we need to provide appropriate knowledge. We have to have a goal. Put out information make target available at a good cost and convenient.

The University of Florida is one of the models our Wellness Coalition used. We can read all their minutes on line. UFL Healthy Campus – what should we be doing? What is the product?

Healthy Campus – physical exercise, weight management, doctor's visits, flu shots

Wellness – all that plus balance, spiritual wellbeing, relationships (home, family, friends), care of environments, active in community, etc...

We have baseline data for students in 2004. All groups need to look at that and evaluate.

Is there a body that evaluates wellness programs? Not that we are aware of.

Chris offered to start to work up a Gant Chart, a project schedule, for this committee.

The Wellness Expo partnering with HR, health insurance fair, healthy faculty / staff fair is on April 22. There is an opportunity for us to set up and work a table to test messages, test branding, etc.

Home work:

Everyone please look at the Websites for University of Florida and the University of South Carolina

<http://healthygators.hhp.ufl.edu/>

<http://www.sc.edu/healthycarolina/>

In addition, I've taken the liberty of assigning people to look at specific sites and check them for utility and features – things like: see if they have a portal feature, a blog feature, a digital magazine feature, what other features do they have? Toward what group are they focused? What do you estimate the updating load would be (frequency, intensity, hours per week required of “someone”)? Please be prepared to report out (briefly and informally) – and talk about your assigned sites as they compare to other sites.

Mitchell            Amoros

Gloria              Aparicio Blackwell

<http://healthygators.hhp.ufl.edu/>

Ryan Carey

Mary Kate Sullivan

<http://www.sc.edu/healthycarolina/>

Gloria Aparicio Blackwell

Kaitlin Doody

<http://wellness.ucsd.edu>

Ryan Carey

Doris Climes

Nancy Katz

[www.wellsphere.com](http://www.wellsphere.com)

Doris Climes

Chris Garcia

[www.stanford.wellsphere.com](http://www.stanford.wellsphere.com)

Kaitlin Doody

Alice Horowitz

Dylan Tubbs

<http://wellness.sa.ucsb.edu>

Chris Garcia

Mona Javid

Mary Kate Sullivan

<http://issue.sh101digital.com/showmag.php?mid=wqrhrq#/page2/>

Bart            Hipple

Mona           Javid

<http://sph.umd.edu/news/blog.cfm>

Bart            Hipple

Scott           Lawler

Mitchell       Amoros

<http://www.lifeed.ucla.edu/>

Alice           Horowitz

Dylan           Tubbs

[http://wellness.ucr.edu/success\\_stories.html](http://wellness.ucr.edu/success_stories.html)

Nancy           Katz

Scott           Lawler

[http://www.recsports.umn.edu/link\\_files/publications/ww\\_fall08\\_web.pdf](http://www.recsports.umn.edu/link_files/publications/ww_fall08_web.pdf)