Present: Carlen Adler, Renee Bolden, Joseph Browne, Karen Davis, Geralyn Ducady, Terry Durkee, Andrew Gammon, Christopher Gilbody, Carrie Gridelli, Jennifer Hadden, Norma Hardy, Carrie Honeman, Jessica Hodgdon, Jennifer Lane, Ashley Lundh, Wendy McRae-Owoeye, Anne Marie Ponte, Diana Richardson,

Absent: Phyllis Harris-Smith, Jenna Legault, Celeste Thompson-Roach, Kimberly Roskiewicz, Matthew Tsimikas

Minutes: Marcy Melanson

Agenda
- 12:00 Advisor’s Report & Updates
  - Strategic Goals Working Groups & Timelines
  - Upcoming Meetings – 12/3 & 12/17
  - SAC Staff Holiday Party Volunteer Sheet
  - Other Items?
- 12:15 Marisa Quinn, Vice President for Public Affairs & University Relations
- 1:00 Strategic Goals Working Groups

Updates/Check In/Staff Concerns

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<td>SAC Mix-N-Mingle Lightly attended— Only new employees @ Brown attended</td>
<td>Carlen Adler</td>
<td>There is still value in this event- Need to do a better job at getting the word out- Can we target new employees through the new hire list once per semester?</td>
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Guest Speaker: Marisa Quinn, Vice President for Public Affairs & University Relations

- Marisa has been at Brown for 15 years and oversees PAUR
- The function of PAUR is to oversee the external facing delivery of media relations (news/community-interacting with journalists, government, and community relations)
- The work accomplished is proactive and provides value to Brown neighbors
- Through Twitter and Facebook, PAUR builds a global community
- PAUR’s focus under President Ruth Simmons was to showcase the research at Brown to the world
- Under President Paxson, the focus for PAUR is building community and finding the right vehicle for community building
- Due to the shift to community building, a new page, Campus and Community was added to showcase more internal stories. More of what is happening on campus and what Brown’s impact is on the community are highlighted

Questions Asked:
- “How do you get people to agree on what is important?” Marisa replied that “It helps when the president charges you and there is a desire for good collaboration.”
- “Can you talk more about the expansion of your role?” Marisa replied that PAUR is involved in [reporting on] every campus crisis and news releases for the corporation meeting
- “When the media gets it wrong, how do you recover?” Marisa replied that “You find out the facts. Is it something contained on campus? What can we say? “
- “Do you have any tips on how SAC can communicate better?” Marisa replied that “Use the new site. Decide what news would be featured around staff development. What does staff want to know about? Strategically manage content”

Action Items

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