

## **Chancellor Commission for Women's Communications Committee Report Academic Year 2020-2021**

Submitted on May 6, 2021

### **Committee Members:**

Anchalee (Joy) Panigabutra-Roberts, Chair

Juliette Kesterson

Catherine Cuevas

Leah Gutzwiller

Kayla Irwin, Graduate Research Assistant

### **Accomplishments**

- Updated [the CFW website](#) and added streaming videos as a new feature
- Created content for the CFW website; a *conversation about Justice Ruth Bader Ginsburg* between Joan MacLeod Heminway, Rick Rose Distinguished Professor of Law and Interim Director of the Institute for Professional Leadership at the College of Law, and Valerie Vojdik, Waller Lansden Distinguished Professor of Law at the College of Law; and *women's history resources* from the Special Collections at the University of Tennessee Libraries
- Collaborated with CFW Events Committee and Center for Children and Young Adult Literature to present a virtual storybook time, *Vote for Our Future Read-Aloud*, read by Susan Groenke, Professor of English Education and the center's director
- Collaborated with CFW Events Committee to promote the following events:
  - *Burnout to Balance: A Conversation with Booth Andrews (10/09/2020)*
  - *Picture a Scientist Panel Discussion (03/16/2021)*
  - *Lighting Your Path: Workshops on Cultivating Career Advancement Opportunities (03/30/2021)*
- Developed a draft social media guideline with the goal to launch Twitter feeds in the Fall Semester 2021
- Acquired CFW's logos from UTK Office of Communications and Marketing for branding purposes

### **Recommendations for the campus administration for AY 2021-2022**

- Work with the Division of Diversity and Engagement and other campus stakeholders to promote events, activities and content created by CFW to the campus communities

### **Recommendations for priorities for the CFW for the 2021-22 academic year**

- Launch Twitter feeds and add other social media to the communication strategy
- Assess the current communication practices; if they reach the intended audience in the campus communities

- Consider outreach activities to promote CFW (have a table at relevant campus events, make t-shirts for CFW members, collaborate with other stakeholders, for example)