

BFC-TPC Minutes 02.15.2018

BFC Technology Policy Committee (TPC)

Minutes for February 15, 2018 3-4 P.M. | Wells Library E159

Robert H. McDonald, Chair

In attendance: Carol Choksy (SICE), Rachel Cohen (Libraries), Ann Elsner (Optometry), John Gibson (Music), Robert McDonald (Libraries/Chair), Brant Moriarity (Business), Roger Morris (SPEA), Sameer Patil (SICE), Dan Calarco (OVPIT Chief of Staff)

Guest: Greg Polit (Director, Informational & Emerging Technologies-IU Communications)

1. At the regular monthly meeting of the BFC-TPC, held in Wells Library E159 on Thursday afternoon, February 15, 2018, the Chair convened the meeting and provided updates to all committee members on a few topics. These included:

- Approval of Minutes 01.18.2018
- TPC recommended the addition of a special Joint RAC/TPC Meeting concerning long-term access to research data that will be scheduled for March 29, 2018.
- TPC approved the motion to move the regularly scheduled April 5 meeting to April 12 at 3pm to allow for invited guests from research technologies to speak to the group.

2. The committee had a brief discussion of the TPC/Libraries Committee Merger Recommendations Document with approval to forward to the BFC president for consideration.

3. The committee had a long discussion with invited guest Greg Polit (Director, Informational & Emerging Technologies-IU Communications) concerning the current draft of a new communications policy as proposed by the TPC. This was a long-ranging discussions that considered current best practices at IU for mass communications and use of the *Salesforce* tools for mass communications at IU. Key takeaways from the conversation were the following:

- Many units do not use the *Salesforce* mass communications tools and are not using the standards set by use of that system, these groups maintain their own lists and use a variety of tools for sending mass emails.
- TPC recommended that the *Salesforce* mass email process take into account items that are needed for mass emails as per our new draft policy on communications.
 - Clearly identify why the email is being sent to the recipient - ex. Role of recipient Department Chair, faculty, etc.
 - Directly relate to and facilitate the teaching and learning, research, or service missions of the University
 - Make minimal use of embedded graphics and attachments

- There ensued a brief discussion of usage of *Salesforce* tools with regards to undergraduate and graduate admissions. This is currently used in different ways across IU campuses and grad schools. There is a homegrown system GEMS for graduate admissions.
 - There was a discussions of the current draft communications policy VP03 and what that might accomplish if passed at the university level.
 - <https://policies.iu.edu/policies/vpe-03-constituent-relationship-management/index.html>
 - Additional questions were asked about the *IU Google Suite* and the lack of email functionality with regards to calendaring.
4. The Chair reviewed action items from the meeting
 5. The meeting adjourned at 3:53 P.M.