

**The University of Georgia**  
**2009 Academic Affairs Faculty Symposium**  
Unicoi Conference Center  
*March 27-28, 2009*

***Improving Understanding Between UGA and the Public***  
Break-Out Group Report  
Bill Vencill, Facilitator

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**Group Members:** Bettie St. Pierre, Kelly Simmons, Jessica Muilenburg, Rhett Jackson, Sharron Hannon, Mark Farmer, Art Dunning, Marsha Davis, Joyce Bell and Bill Vencill

The breakout group discussed many issues of how UGA deals with the public. There was quite a bit of discussion that UGA has traditionally gone through normal media outlets such as the Atlanta Journal Constitution, Athens Banner Herald. This has had mixed success in the past and will be much more limited in the future as traditional media outlets change dramatically.

Some resolutions:

1. Show value of UGA to state, nation, and the world. Most citizens and other influential individuals have a minimal understanding of the breadth of activities that goes on at UGA and the impact that the university has on the state.
2. Explain what it takes to be a faculty member at a research university such as the University of Georgia (to include the challenge of teaching today's students).
3. Need some benchmarks of assessment of public opinion of UGA.
4. Need to research best practices at other institutions in the area of media and public relations.
5. UGA needs to communicate what we offer to students and what the institution's expectations are of students.
6. UGA needs to do a better job of explaining what differentiates at research university such as UGA from two-year and four-year colleges.