




UNIVERSITY OF MARYLAND

UNIVERSITY SENATE

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Memorandum

To: Robert Specter, Vice President for Administration & Finance

From: Martha Nell Smith, Chair of the University Senate 

Cc: Michele Eastman, Brian Ullmann

Date: February 8, 2013

Re: Implementation of the Policy on Smoking at USM Institutions (Senate Doc. No. 12-13-07)

The Senate Executive Committee (SEC) requests that the Division of Administration & Finance review the attached memo from the Senate's Campus Affairs Committee regarding communication about the upcoming smoking ban.

The Campus Affairs Committee has spent the bulk of the Fall 2012 semester developing an implementation plan for the upcoming smoking ban on our campus. In the course of its review, the committee discovered that the majority of faculty, staff, and students are not familiar with the policy, nor are they aware that it should be implemented at our university by June 30, 2013. Although the committee's recommendations have already been submitted to the Senate, the committee agreed that communication of the policy should begin immediately.

At its meeting on February 1, 2013, the Senate Executive Committee reviewed the committee's request, and the SEC concurred that communication should be our number one priority. Therefore, we ask that you work with the appropriate University offices to create an integrated awareness campaign regarding the upcoming smoking ban. In the attached memo, the committee has offered several suggestions for raising awareness across campus.

The CAC's recommendations will be considered by the Senate at its meeting on February 14, 2013. If you have any questions regarding this request, please contact Ms. Reka Montfort at x55804 or reka@umd.edu.

Attachment

MNS/rm



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January 25, 2013

Dr. Martha Nell Smith
Chair, University Senate
3238 Tawes Hall
College Park, MD 20742-8878

Dear Dr. Smith,

On September 5, 2012, the Campus Affairs Committee (CAC) was charged with reviewing the Policy on Smoking at USM Institutions (USM Policy VI – 8.10) and making recommendations on the implementation of the policy. The committee has completed its work and has sent its report and recommendations forward to the SEC. However, the committee also wishes to express a sense of urgency related to communication of the smoke-free campus policy.

The CAC stressed in its discussions that communication should be a first priority of implementation. Through its conversations on campus and particularly through its survey, the CAC has found that most faculty, staff, and students are not familiar with the policy and do not know that it will be implemented at the University by June 30, 2013. Understanding this reality and the timeline involved, the CAC made its recommendations regarding communication with the consensus that these are the most critical for short-term implementation of the policy.

The CAC suggests in its report that communication about the policy begin immediately, even before its recommendations are approved by the Senate. No matter the specific details of implementation, the committee feels the University should begin raising awareness that it will become a smoke-free environment. The committee discussed possible venues for such communication, and would like to offer a few suggestions. The CAC discovered the countdown ticker and letter on the UHR webpage, and asks that similar notifications be integrated on the UM homepage and other critical webpages. The CAC also felt that email messages or other communications from the University administration may be helpful in raising awareness across campus. Social media messaging may be an effective strategy, and other small efforts to advertise the anticipated shift to a smoke-free environment could go far in raising awareness. Additionally, common venues that communicate campus news to faculty, staff, and students, such as *Between the Columns*, *Faculty Voice*, and *The Diamondback*, are often successful in reaching the campus community with pertinent updates and developments.

The Campus Affairs Committee presents these thoughts and suggestions to the SEC and requests that they be forwarded for appropriate administrative action. Thank you for your consideration of this matter.

Sincerely,

Marcy Marinelli
Chair, Campus Affairs Committee