

P&S Council Web Site

- Council committee responsibilities related to web site use
 - Identified need to enhance coordination for updating/maintaining pages on council web site
 - Excel spreadsheet developed that summarizes what committee responsibilities for web site pages
 - Includes committees that routinely perform their own updating and maintaining (primarily Awards, Professional Development, Representation)
 - **Action:**
 - *This document was developed and shared with all appropriate committees to confirm responsibilities*
- Organize Meetings page of web site and documents posted there
 - Need identified to have simplified, improved organization of posting and links to general meeting documents
 - Need to have links to general meeting documents from Executive Council web page brought up to date.
 - **Action:**
 - *Carried out over a period of months during FY2019, improving organization and display, developing new plan for responsibilities for posting general meeting documents*
 - *Determined that Joy Stroud would post meeting agendas and minutes*
 - *Supporting documents section was created for organized posting in connection to respective meetings*
 - *Link to general meeting documents from Executive Council page deleted (these are available elsewhere on web site). Efforts ongoing to update other documents*
- Expanded training in Drupal program for council representatives
 - Identified need to have at least two members of Communications Committee trained in using Drupal web program and other committee members trained as appropriate for those that perform their own posting and updating of web material
 - **Action:**
 - *Carried out with assistance from committee member Stacy Renfro, who had prior experience in Drupal, who met with committee as a group and also with various individuals from other committees to make sure at least one person on each had basic training in using Drupal*
- Use web site to help promote council acts and accomplishments
 - Use web site along with newsletter and social media to promote council acts and accomplishments on behalf of constituents
 - **Action:**
 - *Established link to Statement to Iowa Board of Regents on Salary Policies on home page of council web site*

P&S Council Newsletter

- Listserve distribution issues with council newsletter and email blast communication
 - Change of computer system functions and practices with implementation of Workday resulted in monthly update of current P&S employees used for newsletter distribution and other mass communication not occurring.
 - **Action:**
 - *Discussions held between numerous individuals currently and formerly involved with updating employee listserves for council and officials involved with Workday rollout*
 - *New plan devised and successfully implemented for updating lists under Workday systems*
- New collaborations with Awards, Representation and Professional Development Committees
 - Plans to offer enhanced coordination with these committees for promoting CYtation award nominations, council election and Professional Development Conference
 - **Action:**
 - *Ensured news stories (and related email blasts/social media postings) were carried out in timely and coordinated fashion*
- Expansion of “Did You Know” features to include promotion of council activities
 - Utilize “Did You Know” stories in newsletter to point out efforts and accomplishments of council
 - **Action:**
 - *List of topics discussed. Implementation pushed back due to COVID-19 pandemic and possibility of other topics that will come up*
- Promotion of newsletters
 - Need identified to spur greater awareness of each council newsletter when released
 - **Action:**
 - *Posts on council social media with link to newsletter done immediately after each issue distributed*

P&S Council Social Media

- #Highlighting ISU Employees program expansion discussed
 - Many Highlighting ISU Employees nominees received by Awards Committee – more than can be recognized in newsletter alone
 - Communications Committee suggested posting additional #Highlighting employee honorees on council social media pages as needed
 - **Action:**
 - *Accomplished, with many additional honorees recognized over FY2019*
- Social media metrics analyzed/advertising for social media explored
 - Documents prepared analyzing current council social media and possible future expansion, including proposal for paid Facebook advertising, along with Facebook post boosts
 - Formal proposal for Facebook advertising submitted to Executive Council
 - **Action:**
 - *Other social media efforts explored to drive more traffic*
 - *Story in newsletter promoting web site/social media suggested*

- Newsletter story promoting web site/social media
 - **Action:**
 - *Story ran in two issues of newsletter in early 2020*
- Hootsuite account for P&S Council
 - Committee explored using Hootsuite to plan and coordinate important social media posts
 - **Action:**
 - *Account activated for use in scheduling council social media postings and used successfully*
 - *Used extensively for posting scheduled social media advertising for Professional Development Conference*
- Social media work from home campaign devised for promotion of “team” awareness during COVID-19 pandemic
 - **Action:**
 - *Plan devised to show council president and president-elect in work from home environments to show dedication to constituents and council mission during pandemic*
 - *Original plan called for involvement of P&S employees but similar campaign was posted by Inside Iowa State before council campaign implemented*

Various Council Communication Activities

- Involve Communications Committee members directly with other committees
 - Modified idea from past to assign members of Communications Committee to liaison with other committees to discuss upcoming plans, events, etc., where Communications Committee could assist with news and promotion
 - Would be done through in-person visits during committee meetings and/or through email
 - **Action:**
 - *Plan and assignments devised. Due to approaching end of council fiscal year combined with challenges of COVID-19 measures, was decided to begin this plan with start of new council year*
- Communications Committee to write motion regarding university closure policy for P&S employees
 - Communications Committee offered to take over plan to write proposal clarifying university closure policy and procedures as applied to P&S employees (winter weather closure, etc.)
 - **Action:**
 - *Committee received permission to pursue. Action has been put on hold pending additional policy revisions that will come from COVID-19 pandemic response*
- P&S Council photo backdrop
 - Communications Committee sought to design and purchase new photo backdrop specifically for P&S Council, to be used at council events and for planned photo opportunities involving council, especially CYtation Awards ceremony
 - Action:**
 - *Input and guidance from various sources obtained, backdrop designed and ordered. Will be used for CYtation Awards ceremony in fall 2020 and other future events*

- New P&S Council banner stand
 - Communications Committee desire to redesign council roll-up promotional banner stand for council events
 - Action:
 - Permission received to pursue plan
 - Due to approaching end of 2019 council year and COVID-19 pandemic issues, will be done in next council year

Plans to be carried over to FY2020

- Set up past newsletter index/links on council web site
- Set up council Instagram account
- Carry out plan to involve Communications Committee directly with other committees
- Follow through on plan to write motion for university closure policy for P&S employees (may be combined with other future changes in leave and related policies in wake of COVID-19 pandemic)
- Plan new roll-up banner stand for use at council events
- Development of stock council photos for promotional use (with aid of professional photographer)
- Revise/redesign P&S Council general information flyer as needed for new employee orientations