

IOWA STATE UNIVERSITY™

Professional and Scientific Council

Year End Report: FY21, Communications Committee

Committee Members, FY21

- Jamie Sass, Chair
- John Burnett-Larkins
- Dustin Moscoso
- Gayle Mastbergen
- Amy Ward

Committee function from rules and bylaws:

§ 5. Communication. There shall be a Communication Committee composed of at least three representatives, one of whom shall be the chair as designated by the Page 8 of 11 president. The committee shall facilitate communication between the Council and Professional and Scientific employees. The committee shall recommend, develop, design, and implement strategies and activities to obtain information and input regarding employees' interests and concerns. The committee shall also disseminate information from the Council to Professional and Scientific employees. The committee shall take an active role in planning and facilitating public presentations sponsored by the Council.

Committee Scope (from website):

The Communications Committee is responsible for ensuring that communication between the Professional & Scientific Council and P&S employees is clear, concise and disseminated in ways that resonate with employees. The committee relies on email, web and social media as primary communication tools. The committee also recommends, develops and implements additional communication tactics as needed.

Committee Areas of Responsibility:

Area of Responsibility	Overview	Responsible Committee Member
Website	Maintenance, reviews, and changes	John (primarily), Jamie, Amy
Social Media	Planning and executing Facebook and Twitter posts based on newsletter content and other information as relevant	Gayle (primarily), Jamie
Newsletter	Follow established process for timely and accurate dissemination of monthly newsletter	Dustin, John on a rotating monthly basis
Special Mailings	Send out special mailings based on Executive Committee approval	Dustin (primarily), John

Expectations of Committee Members

To attend committee meetings on a regular basis and be involved in an area that the committee is responsible for. We used a segmented model where committee members took ownership of one specific part of the committee areas of responsibility listed above.

FY21 Highlights

Website:

- Maintained the website
- Updated meeting documents from July 2020 to present to meet current accessibility standards
- Explored accessibility standards for rest of website
- Added a newsletter archive dating back five years
- Solicited a video of support from President Wintersteen

Social Media:

- Consistently posted
- Solicited a video of support from President Wintersteen
- Created a series of former councilor testimonies to encourage nominations

Constant Contact (Newsletter and Special Email Communications):

- Specialized, targeted emails to the four divisions to encourage voting

Recommendations for FY22

- Website – Continue to refine and clean up home page, docket, meetings and archives sections as well as paying attention to visuals. There should be a main point person running updates to the site and posting minutes as well as a backup.
 - Create and maintain an elections page—having something consistent all year round, including nominations, voting, congratulations, and a general page
 - Continue updating archive
 - Pay attention to guidance re: website accessibility
- Social Media – Create a transparent system where others on council can see the upcoming posts and comment on them if they wish. Maintain a consistent posting schedule.
 - Create a series that features the professional and scientific employees of Iowa State
 - Connect with campus communicators to get our posts shared more broadly
- Newsletter – Continue to follow protocol
 - Keep an eye on contact lists to make sure they are up-to-date from month to month
- Communications calendar—Ask major communication contributors (Representation, Awards, and Professional Development) to submit anticipated dates to put into a master communication calendar in August
- Communications Committee liaisons—Continue sending an assigned Communications Committee member to other committees as liaisons to help identify what needs shared and best ways to share it

Email Metrics FY21

Publication	Open Rate	Click Rate
July Newsletter	46%	21%
August Newsletter	45%	19%

September Newsletter	46%	14%
October Newsletter	41%	12%
Seminar Series DEI Pre-Registration	40%	6%
November Newsletter	40%	7%
CYtation Awards Reminder	32%	8%
December Newsletter	41%	11%
January Newsletter	42%	11%
Seminar Series Questions Sought	40%	2%
Professional and Scientific Council Professional Development Conference Now Open	41%	23%
February Newsletter	43%	12%
Professional and Scientific Council Nominations Now Open	35%	4%
Monday is Registration Deadline for Professional Development Conference	35%	19%
March Newsletter	41%	7%
Professional and Scientific Council Nominations Now Open	30%	4%
Nomination Deadline Extended to March 12	30%	4%
Voting Open (Sent to Academic Affairs only)	43%	35%
Voting Open (Sent to Operations and Finance only)	40%	56%
Voting Open (Sent to Student Affairs only)	42%	55%
Voting Open (Sent to President's Division only)	32%	55%
Reminder Voting Open (Sent to Academic Affairs only)	36%	22%
Reminder Voting Open (Sent to Operations and Finance only)	27%	18%
Reminder Voting Open (Sent to Student Affairs only)	29%	21%

Reminder Voting Open (Sent to President's Division only)	29%	26%
April Newsletter	39%	5%
CYtation Awards Congratulations	55%	61%
May Newsletter	44%	30%
June Newsletter	48%	34%

Social Media Metrics FY21

Network	Friends/ Followers	Increase in followers from 2019	Total Posts	Impressions	Increase in average reach from 2019
Facebook	368	23%	75	approx: 13,275 (avg of 177 per/post)	92%
Twitter	453	11%	73	17,100	91%

Notes:

- Popular post- 04/23/21 Cytation Awards reached 13,300 people on Facebook with 471 post clicks and 233 Reactions, comments & shares.
- Cyclone Cares 08/16/20 reached 2500 people on Facebook with 25 post clicks and 42 reactions, comments & shares.
- Highlighting ISU Staff continue to be strong performers. Anytime people and/ or departments can be tagged it makes a large impact on our reach.