

# **Staff Senate Public Relations Committee Year End Report for 2009-2010**

**Submitted by La Donna De Geldere, Committee Chair**

## **NDSU Homecoming Parade – *It's a Bison's Life for Me***

### **Staff Senate Public Relations Committee entered the Homecoming Parade October 3, 2009**

- Ahoy Mateys! NDSU's homecoming theme took a nautical turn this year with the pirate theme "A Bison's Life for Me." The Staff Senate Public Relations Committee sailed away with a glorious ship in the Homecoming Parade on Saturday, October 3rd. Several meetings of careful planning and ploy went into the design of the float that would represent the staff of NDSU. A ship of dreams was created to sail the seas of University Drive and scatter sugary treasures to all ages. A hardy thank you to all hands involved in the planning, creating, "sailing", and clean-up.
- The Staff Senate float in the 2009 NDSU Homecoming Parade won the Business/Community Division award and received a framed certificate. Campus Attractions stated, "Your float looked amazing!"

## **Spread the Health - Health Fair 2009**

### **Staff Senate presented an interactive booth at the NDSU Health Fair on October 20, 2009**

- The Public Relations Committee challenged students, staff, and faculty at the health fair with questions regarding health. Printed information regarding Staff Senate was available and information was also shared verbally with those that stopped to visit our booth. A box of whistles from the "Whistle for Help" personal safety campaign was turned in to the Public Relations Committee. These whistles were added to the health fair inventory for next year's health fair.

## **Salvation Army Bell Ringing Event**

### **Staff Senators Man the Red Kettles for the Salvation Army – December 2009**

- The funds generated by the Salvation Army "Red Kettle Campaign" support programs throughout the rest of the year. The FM area usually has 30 sites that are tended to for ten hours a day, six days a week for roughly six weeks during the holidays!
- The task of organizing this army of volunteers falls on Gerri Leach of the Fargo Salvation Army. Senators Viet Doan, La Donna De Geldere and Chris Anderson visited the Salvation Army last fall to learn about all of the tremendous services that "The Army" provides for local people.
- The Student and Staff Senate had a kettle in front of the MU one day in December and took in over \$200! The local goal for the year was to raise \$650,000. On January 20, 2010 the numbers were in and they had exceeded the goal to the tune of over \$740,000! Way to go, Fargo-Moorhead area!

## **NDSU Staff Senate Messenger**

- There were three publications of the Messenger; November 2009, February 2010, and May 2010.
- The Public Relations Committee worked with University Relations and adopted a new design for the Messenger masthead. The format of the Messenger was also updated.

## **Lindberg Family – Quadruplet Diaper Drive**

### **Staff Senate rose over \$1000 for the Lindberg family**

- Staff Senate along with Facilities Management rose over \$1000 for the Lindberg family who has two older children and infant quadruplets. This drive was held in early December just before the holiday's making this effort extra special; people giving at a time that is often a difficult time to give.

## **Campus Kudos**

- The Campus Kudos program recognized Blair Johnson of ITS. This program along with the FISH Award program through COSE experienced low numbers for nominations in 2009-2010. Next year's goal would be to increase the nominations for Campus Kudos and FISH Awards in years going forward.

## **Memorial Union Display Cases**

### **Employee Recognition and Campus Kudos**

- The Executive Committee requested the help of the Public Relations Committee in updating the existing display cases in the Memorial Union.
- The PR Committee is currently working on the design of the information with Graphic Services to create a professional display.
- The PR Committee is working with the Administration of the Memorial Union to purchase standardized frames consistent with other displays in the MU.
- The PR Committee will be updating the pictures and information displayed in the cases once the new displays cases are purchased.

## **United Way 18th Annual Day of Caring**

- In the past the Staff Senate PR Committee has participated by volunteering to be active in helping the community with indoor and/or outdoor tasks for area residents who have a developmental or physical disability or are senior citizens of Cass and Clay counties.
- In October 2009, the Public Relations Committee sent messages to Staff Senate for volunteers for participating in this year's event; there were no volunteers from Staff Senate.

## **Valentine Ball Committee Members**

### **Three members of the Public Relations Committee served on the Valentine Ball Committee.**

- The Valentine Ball was successfully held on February 20, 2010. The Public Relations Committee Chair and Co-Chair upheld the marketing responsibilities for the Valentine Ball. The decision was made to standardize the graphics and design of the Valentine Ball publications. Another Public Relations Committee member carried responsibilities of the Valentine Ball program.

## **NDSU Staff Senate contribute to Emergency Food Pantry**

### **The Public Relations Committee assisted in coordinating the presentation of the money to the Emergency Food Pantry.**

- The Staff Senate Cookbook Committee created the cookbooks and sold all copies raising \$1,626.50. In 2010 the Public Relations Committee assisted in coordinating the presentation of a check in the amount of \$1,626.50 to Linda Clark of the Emergency Food Pantry.

## **Potential goals for next year:**

- Increase nominations for Campus Kudos by increasing awareness using various forms of communication.
- Publish activities of the Staff Senate via the MU digital displays and Barry Hall digital displays.
- Consider creating a Facebook account for Staff Senate.
- Schedule events that have been held by the Public Relations Committee in previous years:
  - Halloween party
  - Popcorn sales or sell another product
  - United Way Day of Caring participation
  - Assist the Salvation Army with the "Red Kettle Campaign"
  - Health Fair booth
  - Homecoming participation

- Hold an event during the State Employee Recognition Week. In doing so Staff Senate will help to raise public awareness about the vital role performed by classified employees in the success of the University.
- Distribute the Staff Senate brochure campus-side as an attempt to reach out to those who may not have information about Staff Senate available to them.