

## Public Relations Committee Annual Report for 2012-2013

Submitted by Mary Asheim, Committee Chair

### Publications/Newsletters

- We published two issues of the Messenger: November 2012 and February 2013.
- We submitted ongoing articles in It's Happening at State to both advertise upcoming events as well as report various Staff Senate activities.
- We provided various promotional and informational articles for the Staff Senate webpage
- We utilized the NDSU Event Calendar in promoting Staff Senate events.
- With the addition of the Staff Senate X: drive, we created a folder for pictures and invited other committees to add pictures from their events. We further encouraged the use of this folder by offering to download pictures from the Staff Senate camera for other groups to ensure that pictures were available for publications and newsletters.

### Community Engagement

- **Welcome Back Event:** We planned a social event for all NDSU staff and their families for a night out at a RedHawks Game. We reserved a contact table in the Memorial Union to sell tickets, and we had close to 50 people in attendance.
- **State Employee Recognition Week (September 10-14):** We obtained approval to sell candy bar "Appreciation Gifts" during State Employee Recognition Week with the purpose of recognizing employees while giving Staff Senate some exposure, but we also wanted to use the money we raised to purchase Staff Senate pencils to distribute from our float during the Homecoming Parade. We didn't raise enough money to purchase the pencils, but Staff Senate helped us out financially to make the purchase, so we were able to further endorse Staff Senate with the promotional items given out during the parade.
- **Holiday Thank-You Gifts:** We had leftover appreciation cards and candy bars from State Employee Recognition Week, so we made them available for purchase before and after the December Staff Senate meeting.

### Promotional Materials

- **Staff Senate Pencils:** The committee ordered 1000 green pencils with the Staff Senate logo and webpage link etched in gold. The pencils were distributed from the float during the Homecoming Parade instead of candy this year as a means of promoting Staff Senate. The idea was that the pencils would be around long after the candy was gone.
- **Memorial Union Poster Frames:** The four poster frames in the Memorial Union were updated with current information. The first frame features the NDSU Staff Senate Mission Statement, information about Staff Senate, and a picture of the 2012-2013 Senators. The second frame highlights the 2012 Employee Recognition Award recipients. The third frame was dedicated to Campus Kudos. It provided an explanation of the award and pictures of current recipients. The final frame is dedicated to information about the NDSU Staff Senate Scholarship along with the names of the recipients, and it also features recipients of the 2012 Governor's Award for Excellence and Public Services.

- **Staff Senate Brochures:** The task of updating the Staff Senate brochures was focused around ensuring that the information is current without being time sensitive. The brochures were completed in time for Staff Appreciation Day on Wed. March. 27.
- **Staff Senate Video:** The committee facilitated the production of a Staff Senate video for use at New Employee Orientation and other informational sessions. The video, containing facts about Staff Senate as well as types of activities and events hosted by Staff Senate, had its very first showing during the program on Staff Appreciation Day.
- **Staff Senate Tape Measures:** We submitted a written proposal to President Bresciani seeking permission to purchase promotional items to give as gifts at Staff Appreciation Day. Our purpose was to find something unique and useful, something that people would have handy and be continually reminded of our event and Staff Senate in general. We selected small green tape measures with the Staff Senate logo and webpage link in yellow text on the side.

### **Awards/Recognition**

- **Staff Appreciation Day:** Wednesday, March 27 from 8:00-10:30 AM in the Memorial Union Plains Room
  - To promote the event beforehand we advertised our event in It's Happening at State, the Staff Senate webpage, and on the NDSU Event Calendar. In addition to sending out an invitation on the staff listserv, we obtained approval to send a postcard invitation to all on-campus staff.
  - After checking with General Counsel and the Accounting Office regarding the purchase of gifts for staff members, we submitted a written proposal to president Bresciani seeking permission to purchase promotional items to give as gifts at Staff Appreciation Day each year. The gifts were offered as people checked in upon arrival.
  - The room was set up to encourage networking, with soft background music and refreshments to add a touch of class to the event.
  - We had a short program at 9:00 AM, beginning with words of welcome and appreciation from La Donna DeGeldre, Staff Senate President, followed by Student Body President Luke Broeder. In addition, Vice Presidents Prakash Mathew and Philip Boudjouk expressed their words of appreciation as well as Assistant Vice President Jaclynn Davis Walette. A début showing of our new Staff Senate video was followed by a brief presentation from the Elections Committee in an attempt to promote the election process.
  - After the program the Elections Committee invited people to come visit their nomination table where they had laptop computer set up for the ease of the guests, which resulted in an increase in the number of nominations for Staff Senate.
  - Nearly 300 people attended the event.

### **Potential Goals for Next Year:**

- We have been in touch with the Great Plains Food Bank and are looking into the best way to assist with their needs, possibly through a summer food drive.
- We plan to submit an article for the Spectrum to welcome students back in the fall.
- Plans are already underway for another Staff Senate Night Out with the RedHawks on Wednesday, August 14.

- We hope to add activities and increase exposure during State Employee Recognition Week, which is September 9-13, 2013. We already have a display cage reserved and plan to come up with some other creative ways to make the occasion more meaningful.
- We will update the Memorial Union poster frames in the fall after the group Staff Senate picture has been taken.
- Staff Senate participated in the Salvation Army Red Kettle Drive in the past and this would be a very worthwhile service to engage in again.
- Matt Skoy, Assistant Director of Service Learning, Civic Engagement, and Volunteer Network, was invited to speak at one of our Staff Senate meetings. We plan to invite him to one of our meetings and learn about some ways that Staff Senate can become involved.
- We would like to add a component to Staff Appreciation Day that would include the extension staff. Approximately 80 staff members attend the extension staff summer retreat, and we have already connected with them about the possibility of including a short time slot for playing our new Staff Senate video and distributing a Staff Senate promotional gift for all staff members attending. However, we learned that they will not be meeting this summer, but this is something we would like to follow through on at their next retreat.