

Public Relations Committee Annual Report for 2013-2014

Submitted by Mary Asheim, Committee Chair

Publications/Newsletters

- We published three issues of the Messenger: August 2013, November 2013 and March 2014.
- We submitted an article in the Spectrum to promote the Staff Senate RedHawks Welcome Back Event. It was a way to support their “no alcohol advertising” issue while promoting Staff Senate.
- We submitted ongoing articles in It’s Happening at State to 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.
- We encouraged other committees to add pictures of their events in the X-drive, and we offered the Staff Senate camera for other groups to use, ensuring that pictures were available for publications and newsletters.

Community Engagement

- **Summer Food Drive:** We ran a summer food and fund drive for the Great Plains Food Bank during the month of July. Knowing that money would do the greatest good, we set up our fundraiser in Marketplace so that it would be easier for people to make cash donations, and we set up a collection jar at our RedHawks contact table. We also understood that some people may prefer to make a food donation, so we placed several food containers around campus. Staff Senate donated \$800 in addition to 215 pounds of food to the Great Plains Food Bank. The committee met afterwards to discuss ways to increase our goal for next year. When another committee offered to host this event in 2014, the committee chair forwarded all of the notes, meeting minutes, and advertising materials to help them get the event started.
- **Welcome Back Event:** Last year we planned a RedHawks Welcome Back Event for NDSU staff and their families, and 44 people attended. We repeated the event this year, adding a picnic before the game with the help of Staff Senate support funds, and we sold 100 tickets in the first day or two, so we increased the number of tickets available to 175. We reserved a contact table in the Memorial Union for ticket pick-up, and we sent an email to all senators asking for help at the contact table. It was a great evening, and the committee hopes to make this an annual event.
- **State Employee Recognition Week (September 9-13):** We planned three things for State Employee Recognition Week this year: 1) We reserved a display cage in the Memorial Union to help create awareness; 2) We held an ice cream social from 2:00-3:30 PM on the patio at the President’s house on Wednesday, September 11; and 3) We sponsored a weeklong virtual scavenger hunt. We sent out an email each day with a link to our webpage where people found two clues, one picture and one sound. The answers to each clue were posted the following day along with two new clues.
- **Holiday Vendor Show:** We had leftover ice cream from State Employee Recognition Week, so we hosted a Staff Senate table at the holiday vendor show to promote Staff

Senate. We set up the Staff Senate banner, had brochures available, and handed out free ice cream to the guests. We also promoted the Staff Senate Blood Drive at our table and had a sign-up sheet available.

- **NDSU Staff Senate Blood Drive:** We assisted Paula Schneider with the Staff Senate Blood Drive by putting up fliers around campus and sending out listserv emails to help promote the event and direct people to sign up online.
- **Staff Senate Salvation Army Red Kettle Drive:** In just one week, Wendy McCrory and Cindy Seltsted, in collaboration with the Salvation Army and Student Government, put together a very successful NDSU Staff Senate Red Kettle Drive. On Wednesday, December 11, the Salvation Army delivered a red kettle to a contact table in the Memorial Union, and from 10:00 AM to 2:00 PM Staff Senate members were paired with Student Government members to help raise funds that change lives all year long. It was a great collaborative event, one worth planning for more than one day next year.
- **Staff Senate Relay for Life:** Laura Dahlmann and CeCe Rohwedder, co-chairs of the Staff Senate Relay for Life, asked the PR Committee to assist with promoting their event. In addition to advertising the event, the committee also reserved a contact table and sold luminary bags to help raise funds. The Staff Senate team, consisting of 8 members, was the top fundraising team this year with a total of \$2,403 raised.

Promotional Materials

- **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 2013-2014 Senators. The second frame highlights the 2013 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 2013 Governor's Award for Excellence and Public Services.
- **Staff Senate Brochures:** We made sure that brochures were available at all Staff Senate events, and we provided brochures to HR Payroll as needed for new employees. When we were running low on brochures, we ordered an additional supply to make sure that we had more on hand for next year.
- **Staff Senate USB Car Chargers:** We once again purchased promotional items to give as gifts on Staff Appreciation Day. Our purpose was to find something unique and useful that would help staff feel appreciated while promoting Staff Senate. We selected green USB car chargers with the Staff Senate logo and webpage link on the side.

Awards/Recognition

- **Staff Appreciation Day:** Thursday, March 27 from 8:30-10:00 AM in the Memorial Union Great 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.

- We purchase promotional items to distribute as people checked in upon arrival on Staff Appreciation Day.
- The room was set up to encourage networking, with soft live 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 Prakash Mathews, Vice President for Student Affairs, followed by Faculty Senate President Harlene Hatterman-Valenti. In addition, Marc Wallman, Interim VP for IT/CIO, and Dr. Kelly Rusch, VP for Research, expressed their words of appreciation. Staff Senate President Kelly Bisek was the Master of Ceremonies.
- 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.
- Up from last year, 320 people attended the event.
- **Recognition Event for NDSU Extension Services:** NDSU Extension Services hosted a Support Staff Conference at the Fargo Holiday Inn on April 23-25, 2014. We collaborated with the planning committee for this event and were given permission to set up our brochures and leftover promotional items from last year's Staff Appreciation Day. There were 80-90 people in attendance, and we were pleased to have the opportunity to recognize our Extension staff.

Potential Goals for Next Year:

- Plans are already underway for another Staff Senate Night Out with the RedHawks on Wednesday, August 27. Staff Senate will again contribute \$7 per ticket/meal for up to 175 people.
- We would like to submit an article for the Spectrum to welcome students back in the fall.
- We will update the Memorial Union poster frames in the fall after the group Staff Senate picture has been taken.
- The committee would like to look into purchasing a new Staff Senate banner.