

Public Relations Committee Annual Report for 2014-2015

Submitted by Angela Bachman, Committee Chair

Publications/Newsletters

- We published two issues of the Messenger: September 2014 and February 2015.
- 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 encouraged other committees to add pictures of their events in the X-drive, and offered the Staff Senate camera for use, ensuring that pictures were available for publications and newsletters.

Community Engagement

- **Welcome Back Event:** We planned a RedHawks Welcome Back Event for NDSU staff and their families, where 151 tickets were sold. The event sold tickets and had a picnic before the game with the help of Staff Senate funds. We sold tickets via Marketplace and had a contact table in the union for those that purchased tickets to pick up. The event was publicized through the NDSU staff email as well as It's happening.
- **State Employee Recognition Week (September 8-12, 2014):** We planned a few things for State Employee Recognition Week this year: 1) We held an ice cream social from 1:30-3:00 PM on the patio at the President's house on Tuesday, September 9; and 2) We had a popcorn giveaway on Thursday, September 11th in the Union where we gave away bags of popcorn

Promotional Materials

- **Staff Senate Brochures/ banner:** We made sure that brochures (and the Staff Senate banner) were available at all Staff Senate events, and we provided brochures to HR Payroll as needed for new employees. We had additional brochures printed up as well.

Awards/Recognition

- **Staff Appreciation Day:** Thursday, March 19 from 8:30-10:00 AM in the Memorial Union Great Room
 - To promote the event 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 sent a postcard invitation to all on-campus staff.
 - We purchase promotional items to distribute as people checked in upon arrival.
 - 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 all three senate representatives as well as a number of the Vice Presidents from Campus.
 - After the program the Elections Committee had a table set up for people to nomination themselves or others for elections on an available laptop computer set up for the ease of the guests.
 - We had 357 people in attendance