Public Relations Committee Annual Report for 2018-2019

Submitted by Margaret Latterell, Committee Chair

Events

- Welcome Back with RedHawks – publicized through Staff Listserv and Messenger
  - 92 tickets sold, we enjoyed a picnic before the game on August 28
  - $674.15 collected through Marketplace
  - $641.35 from Staff Senate
  - $1315.50 total paid to RedHawks

- State Employee Recognition Week – publicized through Staff Listserv and Messenger
  - 2018’s goal was engage, but without cost
  - September 10-14 - Send Us Your Snapshots
    Monday – Photo Scavenger Hunt
    Tuesday – Ice Cream Social
    Wednesday – Guess Where I Am Photo Contest
    Thursday – Favorite Spots on Campus
    Friday – Let Us See Your Bison Pride

- Staff Appreciation Breakfast – eliminated for budget reasons($1750)

Promotion

- Union Posters (examples in X Drive)
  - General Info with Senate and Exec Committee Photo (get from whoever takes group photo)
  - Gunkelman with explanation, winner, and nominee photos (get from committee)
  - Campus Kudos (photos in shared drive)
  - Campus Recognition (photos from HR)
  - Built in Publisher and printed through Design and Sign in the Union (print matte and they’ll place in frames by Meinecke Conference Room)

- Messenger
  - Collect articles
    - Announce at Senate meeting
    - Email Listserv
    - Committees (staff recognition, Gunkelman, campus engagement, etc)
    - Other Staff events (move in day, late night bfast, etc)
  - Get letter from President (email Stephanie Wawers)
  - Message from Staff Senate President
  - Layout once you have everything – it’s a puzzle
  - Put on website with other issues of Messenger
  - Email to Staff Listserv the link out with an image of the cover on the Staff Listserv

Plans for Next Year

- Red Hawks Welcome Back Event
- Possibly moving toward more Fb promotion
- SERW – activities with little to no cost
- Messenger – shorter more frequent?
- Continuing to offer assistance to other committees in promoting their events
- Remember to get a sign in sheet whenever there’s food!
2018-2019 PR Committee Expenses

<table>
<thead>
<tr>
<th>Event</th>
<th>Budget</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>RedHawks Welcome Back Event</td>
<td>$1000</td>
<td>$641.35</td>
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<tr>
<td>Ice Cream Social (SERW)</td>
<td>$500</td>
<td>$415.68</td>
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<tr>
<td>Memorial Union Posters</td>
<td>$80</td>
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<tr>
<td>Total for 2018-2019</td>
<td>$1580</td>
<td>$1121.03</td>
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2019-2020 requested PR Committee Budget

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>RedHawks Welcome Back Event</td>
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<tr>
<td>Ice Cream Social (SERW)</td>
<td>$500</td>
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<tr>
<td>SERW Materials</td>
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<td>Memorial Union Posters</td>
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<td>Total for 2018-2019</td>
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