

## 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
  - o 92 tickets sold, we enjoyed a picnic before the game on August 28
  - o \$674.15 collected through Marketplace
  - o \$641.35 from Staff Senate
  - o \$1315.50 total paid to RedHawks
  
- State Employee Recognition Week – publicized through Staff Listserv and Messenger
  - o 2018's goal was engage, but without cost
  - o 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)
  - o General Info with Senate and Exec Committee Photo (get from whoever takes group photo)
  - o Gunkelman with explanation, winner, and nominee photos (get from committee)
  - o Campus Kudos (photos in shared drive)
  - o Campus Recognition (photos from HR)
  - o 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
  - o 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)
  - o Get letter from President (email Stephanie Wawers)
  - o Message from Staff Senate President
  - o Layout once you have everything – it's a puzzle
  - o Put on website with other issues of Messenger
  - o 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

Event	Budget	Cost
RedHawks Welcome Back Event	\$1000	\$641.35
Ice Cream Social (SERW)	\$500	\$415.68
Memorial Union Posters	\$80	\$64.00
Total for 2018-2019	\$1580	\$1121.03

2019-2020 requested PR Committee Budget

RedHawks Welcome Back Event	\$1000
Ice Cream Social (SERW)	\$500
SERW Materials	\$250
Memorial Union Posters	\$75.00
Total for 2018-2019	\$1825.00