

Public Relations Committee Annual Report for 2016-2017

Submitted by Elizabeth Worth, Committee Chair

Campus Engagement/Appreciation Events

- **Welcome Back Event:** We planned a RedHawks “Welcome Back” Event for NDSU staff and their families for August 31. We sold 164 tickets for the event via Marketplace. Tickets were paid for in part by the attendees and in part by Staff Senate funds (\$1,025), and they included admission to the game, as well as a picnic before the game. The event was publicized through the NDSU staff listserv.
- **State Employee Recognition Week:** Our theme for this year’s State Employee Recognition Week, held September 12-16, was “Connections.” We had daily Spotify Playlists to help staff “Connect through Music,” in addition to other daily themes and activities: Monday “Connecting Across Campus” ‘Campus Passport’ event; Tuesday “Connecting through Cuisine” ‘Campus Foodies’ list and Ice Cream Social (\$445.32), held in the MU from 1:30-3 p.m.; Wednesday “Connecting to Colleagues” ‘6 Degrees of NDSU’ survey; Thursday “Connecting through Knowledge” ‘Did You Know?’ campus fun facts; and Friday “Connecting to Yourself” ‘All About You’ self-care tips.
- **Staff Appreciation Day:** Wednesday, March 22 from 8:30-10:00 AM in the MU Great Room
 - The event was advertised in It’s Happening at State, on the Staff Senate webpage, on the NDSU Event Calendar, and with an invitation to the staff listserv.
 - We purchase promotional items to distribute as people checked in upon their arrival to the event, which included Staff Senate brochures to help educate non-senators about Staff Senate and encourage them to join.
 - The room was set up to encourage networking, with soft live background music and refreshments.
 - We ran a photo slideshow highlighting Staff Senate activities from the past year, and also played the new Staff Senate promotional video before the program.
 - We had a short program at 9:00 AM, with words of welcome and appreciation from all three senate representatives as well as from the President.
 - The Election Committee had a table set up with a laptop for attendees to get more information about the election process and nominate themselves or a colleague to join Staff Senate.
 - There were 212 people in attendance.

Promotional Efforts

- **The Messenger:** We published two issues of the Messenger: October 2016 and April 2017.
- **Memorial Union Poster Frames:** The four poster frames (\$50) in the Memorial Union were updated with current information and feature the NDSU Staff Senate Mission Statement, information about Staff Senate, and a picture of the 2016-2017 Senators and Executive Committee, 2015-2016 staff and student Staff Senate Scholarship recipients the 2016 Gunkelman Award Winner, the 2015-2016 Campus Kudos award recipients, and the 2016 Staff Recognition Award Recipients.
- **Staff Senate Promotional Video:** The Staff Senate promotional video (\$400 from 15-16 budget) was updated.

- **Staff Senate Banner:** We purchased a new pull-up banner (\$210) to be used at Staff Senate events.
- **Staff Senate Brochures:** The Staff Senate brochures were redesigned, and we ordered 1,500 (\$370.92) to be used at upcoming events to promote Staff Senate.

Goals for Next Year:

- Plans are underway for another Staff Senate “Night Out with the RedHawks” event on August 30, 2017. Staff Senate will again plan to contribute \$7 per ticket/meal for up to 175 people. We plan to increase opportunities for staff engagement/mingling by also providing lawn games during the picnic.
- We plan to submit another edition of the Messenger in the fall, and one in the spring.
- We plan to update the MU posters once the fall Staff Senate photo is taken.
- We plan to promote State Employee Recognition Week through a series of (no-cost) activities throughout the week, as well as with the Ice Cream Social.
- We plan to hold the Staff Appreciation Day event again in March.
- We will offer assistance to any other committees (as needed/requested) to ensure that all committee activities are promoted in a way that helps achieve our mission and make Staff Senate more visible across campus.
- Our biggest goal is to complete all of the objectives above with the most minimal possible costs, in light of budget constraints.

2016-2017 PR committee expenses

<u>Event</u>	<u>Cost</u>
RedHawks “Welcome Back” event in August	\$1,025
Ice Cream Social event in September	\$445.32
Memorial union posters	\$50
New Pull-up Banner	\$210
New brochures	\$370.92
Staff Appreciation Day event in March	\$1,777.44
Total for 2016-2017	<u>\$3,878.68</u>

2017-2018 requested PR committee budget

RedHawks “Welcome Back” event in August	\$1,250
Ice Cream Social event in September	\$500
Memorial Union posters	\$50
Staff Appreciation Day event in March	\$2,000
	<u>\$3,800</u>