

Public Relations Committee Annual Report for 2017-2018

Submitted by Elizabeth Worth, Committee Chair (2017-2018)

Campus Engagement/Appreciation Events

- **Welcome Back Event:**

We planned a RedHawks “Welcome Back” Event for NDSU staff and their families for August 30. We sold 159 tickets for the event via Marketplace. Tickets were paid for in part by the attendees and in part by Staff Senate funds (\$993.75), 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:**

September 11-15

We hosted the following events with the theme of “Treat Yourself!”

- Monday, Sept 11: Unwind & Flow Yoga, Churchill Field
- Tuesday, Sept 12: Ice Cream Social, President’s Patio
- Wednesday, Sept 13: Outdoor Lawn Games, Shepperd Field
- Thursday, Sept 14: Mindfulness Meditation, Babbling Brook
- Friday, Sept 15: Popcorn Party, Prairie Rose (rain site)

- **Staff Appreciation Breakfast:**

(previously Staff Appreciation Day)

Wednesday, March 14 from 8:30-10:00 AM in the MU Plains 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.
- The breakfast menu was expanded from previous years (although attendance exceeded expectations, so we did run low on food).
- In lieu of a program with multiple speakers, as in years past, we invited the President to provide a welcome, and then showed a video compilation of individuals from across campus expressing their appreciation to staff.
- 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 370 people in attendance.

Promotional Efforts

- **The Messenger:**

We published two issues of the Messenger: October 2017 and May 2018. We plan to explore the option to send a pared down newsletter update more frequently beginning fall 2018.

- **Memorial Union Poster Frames:**

The four poster frames (\$71) in the Memorial Union were updated with current information and feature the following:

- 1) NDSU Staff Senate Mission Statement, information about Staff Senate, and a picture of the 2016-2017 Senators and Executive Committee;
- 2) 2016-2017 Campus Kudos award recipients;
- 3) 2017 Gunkelman Award Winner and nominees; and
- 4) 2017 Staff Recognition Award Recipients.

- **Staff Senate Banner:**

We purchased a replacement banner for our pull-up banner stand, along with a smaller tabletop banner (\$220 total), as well as two table runners (\$160/each) to be used at Staff Senate events.

Goals for Next Year

- A block of tickets has been reserved for another Staff Senate “Night Out with the RedHawks” event on August 28, 2018. 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 continue to submit issues of the Messenger newsletter, but perhaps a pared down monthly version.
- 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 or low-cost) activities throughout the week, as well as with the Ice Cream Social.
- We will consider holding the Staff Appreciation Breakfast event again in March, but have also discussed hosting it in the fall as part of State Employee Recognition Week (TBD).
- 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.

2017-2018 PR committee expenses

<u>Event</u>	<u>Cost</u>
RedHawks "Welcome Back" event in August	\$997.14
Unwind & Flow Yoga (SERW)	\$50
Ice Cream Social (SERW)	\$445.32
Outdoor Lawn Games from Rec & Outing (SERW)	\$22
Popcorn Party (SERW)	\$105
Memorial union posters	\$71
Pull-up banner replacement; tabletop banner	\$220
Two (2) table runners	\$320
Staff Appreciation Breakfast in March	\$1,623.25
Total for 2017-2018	<u>\$3,853.71</u>

2018-2019 requested PR committee budget

RedHawks "Welcome Back" event in August	\$1,000
Ice Cream Social event in September	\$500
State Employee Recognition Week (SERW) events	\$270
Memorial Union posters	\$80
Staff Appreciation Breakfast	\$1,750
Total requested budget for 2018-2019	<u>\$3,600</u>