

Public Relations Committee Annual Report for 2015-2016

Submitted by Angela Bachman, Committee Chair

Publications/Newsletters

- We published two issues of the Messenger: October 2015 and February 2016.
- 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 we offered the Staff Senate camera for groups to 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 155 tickets were sold. The event sold tickets and had a picnic before the game with the help of Staff Senate support funds. We sold tickets via Marketplace and had PR committee members went around campus to drop off tickets once they were received. The event was publicized through the NDSU staff email as well as It's happening.
- **State Employee Recognition Week (September 14-18, 2015):** We planned four things for State Employee Recognition Week this year with our theme of Superstaff: 1) We had a picture contest where we encouraged staff and offices to dress up with superhero wear and take a picture. The top three pictures were then send out via email and displayed on the NDSU Staff Senate Website. As well as a picture contest on the Friday with wearing Bison wear. ; 2) We held an ice cream social from 1:30-3:00 PM on the patio at the President's house on Wednesday, September 15; at this event we also had SuperStaff Stickers printed up to hand out to staff; and 3) We put together goodie bags with candy and swag and handed one out to each department on campus with a thank you note from staff Senate.; 4) We also sponsored a Spotify music site featuring songs that were related to the superhero theme and took suggestions from Staff to add to the playlist.

Promotional Materials

- **Memorial Union Poster Frames:** The four poster frames in the Memorial Union were updated with current information. The first frame features the NDSU Staff Senate Mission Statement, information about Staff Senate, and a picture of the 2015-2016 Senators. The second frame highlights the 2015 Employee Recognition Award recipients. The third frame was dedicated to Campus Kudos. It provided an explanation of the award and pictures of current recipients. The final frame is dedicated to information about the NDSU Staff Senate Scholarship along with the names of the recipients, and it also features recipients of the 2015 Governor's Award for Excellence and Public Services.
- **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.

Awards/Recognition

- **Staff Appreciation Day:** Wednesday, March 16 from 8:30-10:00 AM in the Memorial Union Great Room
 - To promote the event beforehand 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 obtained approval to send a postcard invitation to all on-campus staff.
 - We purchase promotional items to distribute as people checked in upon arrival on Staff Appreciation Day.
 - 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 come visit their nomination table where they had laptop computer set up for the ease of the guests.
 - We had 328 people in attendance

Goals for Next Year:

- Plans are already underway for another Staff Senate Night Out with the RedHawks in August. Staff Senate will again plans to contribute \$7 per ticket/meal for up to 175 people. We plan to expand this event some with including some more family friendly events such as someone doing caricatures or games prior to the baseball game.
- We are working on updating the current Staff Senate Promotional video that is well under way and should be completed by Fall 2016.
- We will update the Memorial Union poster frames in the fall after the group Staff Senate picture has been taken.

2015-16 PR committee budget

<u>Event</u>	<u>Cost</u>
Redhawks game in August	\$1,007.50
Ice cream social event in September	\$532.32
State staff appreciation event items - september	\$227.50
Memorial union posters	\$80
Staff appreciation in March (Giveaways/ food)	\$2,042.30
video	\$400
Total for 2015-2016 academic year	<u>\$4,289.62</u>

2016-2017 anticipated PR committee Budget

Redhawks game in august	\$1,250
State staff appreciation week in September	\$800

Memorial Union Posters	\$80
Staff Appreciation Event in march	\$2,250
Additional for Video (possible)	\$200
	<u>\$4,580</u>