

## **DPMG Communications Committee 2015-16 report**

*Prepared by: Ryan McNutt, outgoing committee chair*

*Committee members: Jason Lecoure, Ryan McNutt, Tatjana Vukoja*

### **Committee's mission**

To ensure that DPMG members are kept informed about activities affecting the group.

### **Specific responsibilities**

(As outlined in the terms of reference): increase member engagement; ensure currency of the DPMG website; highlight the DPMG award winners; work with DPMG exec to collage and distribute bulletins and/or newsletters; regularly review communications channels to make recommendations for improvement; maintain communications handbook; submit annual report.

### **Summary for 2015-16**

The DPMG Communications Committee made notable progress on several of its key initiatives for the year, including completion of its communications plan, development of a new DPMG newsletter and creation of a one-pager for new members. We were challenged by the unexpected departure of a committee member partway through the term, and competing work-related priorities for the existing committee members made for slower progress on some projects than hoped. That said, several projects are at or near completion and we're excited by the opportunities for a new committee to advance this work to the next level.

### **Key projects**

#### **1. Communications plan**

- Completed in 2015, the DPMG now has a standing communications plan — its first in several years — outlining the communications goals, key messages and specific objectives/tactics for the organization.
- It is our hope that this plan will be one that will be revised annually, with updated objectives and tactics depending on annual priorities of the executive and communications committee.

#### **2. One-pager for new members**

- Following liaison between exec and Human Resources, exec asked the communications committee to prepare text for a one-page handout to new members that could be distributed through the new employee orientation process.
- The text for the one-pager has been drafted and is now with executive for review.

#### **3. Development of a new DPMG newsletter**

- It was the committee's view (supported by exec) that DPMG would benefit from consolidating some of its communications into a thrice-yearly digital newsletter, using AEM (our website software) in a manner similar to Faculties and Today@Dal.
  - Our vision is that the newsletter would consolidate updates from committees with HR news/events/PD opportunities and profiles of members.

- We have successfully added a “news” section to the DPMG website (still private until content is submitted) that not only allows a newsletter to be generated but which can have new items/headlines added through the year. As well, some initial content has been developed.
- It is our hope the 2016-17 committee will be able to finalize an initial newsletter for distribution to kick off the fall term.

#### 4. Liaison with and support for existing DPMG committees

- We established a system whereby each member of our committee would be responsible for liaising with a different one of the three standing committees. This worked well, although it was the conference committee which required the most support and is certainly an area for improvement looking ahead to 2016-17.

#### 5. DPMG awards support

- Through Ryan McNutt (Communications and Marketing), the DPMG arranged for coverage of the 2015-16 award winners, published on Dal News on June 10, 2016: <http://www.dal.ca/news/2016/06/10/dpmg-members-celebrated-for-their-contributions.html>

#### 6. DPMG website

- Reviews and updates were made to the DPMG website at several points through the term.

### **Recommendations for 2016-17**

We’re excited to have Alyson Murray and Natalie Mike join Jason Lecoure — who we welcomed to the committee in early 2016 — as committee members for the upcoming year. We expect the new committee will have lots of great ideas as to how to improve DPMG’s communications. Our thanks to outgoing members Ryan McNutt and Tatjana Vukoja for their work over the past two years. Both have agreed to offer support and counsel to the new committee as required.

Here are a few notes (stemming from the communications plan) as items to consider:

- Review/update of the communications plan
- Finalizing and distributing the first edition of the DPMG newsletter and developing future editions
- Finalizing, with exec, the new members one-pager
- Institute a membership survey to better inform not only future communications work, but also DPMG priorities in general.
- Improve use of the DPMG email list; better manage/consolidate communications using it.