

DPMG Communications Committee 2016-17 report

Prepared by Committee members: Jason LeCoure, Natalie Mike, Alyson Murray

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 collate and distribute bulletins and/or newsletters; regularly review communications channels to make recommendations for improvement; maintain communications handbook; submit annual report.

Summary for 2016-17

Natalie Mike and Alyson Murray joined the team this year and Jason LeCoure became Committee Chair for the final duration of his term. Our team distributed workflow, dividing and conquering task areas:

- Web updates
- Social media
- Design and e-newsletter creation/distribution
- E-newsletter compilation of content (all members)

The DPMG Communications Committee made notable progress on several of its key initiatives for the year, including completion of the **new DPMG e-newsletter** and a visually aesthetic printed **one-page information sheet** for new members. A new DPMG general **display banner** was also created for visibility at general DPMG events.

Key projects

1. Communications plan

- Initiated in 2015, the DPMG's communications plan outlines the communications goals, key messages and specific objectives/tactics for the organization.
- Currently under revision for 2017-18, the plan focuses on annual priorities of the executive and communications committee.

2. One-pager for new members

- Text for the handout was edited and approved by the executive and a branded DPMG handout was developed and printed for Human Resources to distribute to new employees.

3. DPMG banner

- Designed and created a 7 foot printed zip banner which will be used at various events to help establish the new DPMG visual brand identity.

4. DPMG newsletter

Our thrice-yearly digital newsletter has supported and promoted initiatives hosted by the DPMG; the members survey, conference promotion, human resources updates, professional development

workshops and outreach programming. Created using AEM (Dal's website software), the newsletter consolidates updates from committees and each edition features:

- A header/key message with image which highlights the most important committee message (ie. DPMG Conference, DPMG employee survey etc.)
- A news feature, which links to the DPMG website
- A Health & Wellness feature, which highlights employee benefit programs and healthy initiatives
- An Events feature, which links to a new events page on the DPMG website, highlighting the efforts of the Outreach Committee
- A Professional Development section, highlighting events hosted by the PD Committee and a selection of relevant workshops from Human Resources
- "Know Your Neighbour" articles which feature different DPMG employees
- We tried a "Tweet to win" contest to get members to tweet @DPMG to win \$25 on their DalCard, but unfortunately the uptake on the Winter email was low. We decided to discontinue the contest.

4. Liaison with and support for existing DPMG committees

- Although this system was established by past Communications committee, it was a process that was lost in transition to the new Committee. We think this would work well and would like to re-establish a similar framework for 2017-18.

5. DPMG awards support

- Promotional social media posts to inform members about conference details (keynotes, schedule etc.) and website updates. Through Ryan McNutt (Communications and Marketing), the DPMG has arranged for coverage of the 2016-17 award winners. Winners article will be promoted via website and through social media.

6. DPMG website

- Maintenance and updates were made to the DPMG website at several points throughout the term.

Recommendations for 2017-18

Many thanks to our outgoing committee chair, Jason LeCoure, who will be stepping down in June after his 2-year term. Natalie Mike is happy to step into the role of Committee Chair.

Member survey data outcomes

After reviewing the DPMG Members Survey data, we pulled out several data points that we feel our committee could have an impact on:

1. Offer more professional development opportunities (17)
2. Educate new members about the role and purpose of the DPMG (6)
3. Raise DPMG awareness among other employee groups (4)

Here are a few ideas of how the Communications committee can impact/support this feedback:

1) Offer more professional development opportunities

- Better promotion of existing programming
- Create a Facebook page for members which Professional Development and Outreach Committees can utilize to create and share events.
- Invite DPMG members to Professional Development events through Outlook calendar.

2) Educate new members about the role and purpose of the DPMG

- Develop a basic "New Employees" newsletter that welcomes new employees to the DPMG and introduces/informs them about the DPMG; what the Committee does, what resources are available to them and how to get involved. This newsletter can be emailed out to new DPMG employees once a month.

3) Raise DPMG awareness among other employee groups

- DPMG pin for Committee members. Lapel pin to highlight committee members at events and presence to other employees in different unions.
- Cohost DPMG and NSGEU BBQ

Other recommendations for 2017-18:

- **Review/update communications plan**
- **Newsletter improvements and development**
 - Implement a UTM code in e-newsletter to enable Google Analytics to track open rates and link data
 - Continue the DPMG e-newsletter, using data reports to influence content
 - Develop a "how to" guide for creating the e-newsletter using AEM to help train future committee members
 - E-newsletter for new members
- **Develop better connections with other committees;** follow past Committee model where one team member to liaise with a member from another committee to keep Comms. in the loop with other Committee programming.

- **Create a Facebook** page for other committees to utilize Facebook “events” feature, share photo albums from events with members, and better outreach to our target audience.
- **Add events to Outlook calendar** to request attendance (DPMG conference, workshops, BBQ etc.)
- **Email for new staff** on monthly basis
- **Develop a short Communications survey** for members to find out what information they want, how often, what channels they prefer to receive information, what social media channels they use etc.