

## **DPMG Communications Committee**

### **2017-18 Report**

*Prepared by Committee members: Alyson Murray, Tanis Trainor, Erinor Jacob-Levine,*

#### **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 executive 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 2017-18**

Erinor Jacob-Levine joined the team this year and Tanis Trainor stepped in for Natalie Mike who served as Committee Chair. Our team distributed workflow, dividing task areas:

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

#### **Key projects**

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

- Updated in April 2017, the communications plan provided direction and guidance to the committee this year and informed the tactics that were executed.

##### **2. DPMG pins**

- Designed DPMG lapel pins for distribution to DPMG committee volunteers as a token of appreciation for their time and commitment.

##### **3. DPMG newsletter**

The DPMG digital newsletter is sent three times a year and highlights and promotes initiatives hosted by the DPMG. This year the newsletters were sent in Fall, Winter and Spring.

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 (i.e. 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

Tracking codes were added to the newsletter links to allow the committee to track referrals to the website.

A "How to Guide" for creating the e-newsletter was also created to help train future committee members and will be an ongoing resource for future committee members.

#### **4. DPMG Conference support**

- This year there was a promotional video created for the DPMG conference. The website was also updated to highlight the conference and promote keynote speakers.

#### **5. DPMG website**

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

#### **Recommendations for 2018-19**

Many thanks to our outgoing committee chair, Natalie Mike. Tyler Hall will be the Committee Chair for 2018-19 with members Tanis Trainor and Sarah Ready.

- **Review the Quality of Work Life Survey Results for communications opportunities**
- **Provide additional communications support for the new Personal and Professional Development Committee during their pilot year**
- **Continue to educate new members about the role and purpose of the DPMG**
- **Review and update communications plan**
- **Continue to make improvements to the newsletter**
  - **Consider a newsletter for new members (and extension of the 1-pager) in partnership with Human Resources**
- **Continue to look for opportunities to further develop connections with other committees.**
- **Consider developing a short Communications survey**