



Dalhousie Professional and Managerial Group

DPMG Communications Committee

2019-2020 Report

Prepared by Committee Members: Lyle Quinn, Brandon Randall, Sarah Ready

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 2019-2020

Communications Survey

A survey was sent out to DPMG that included 3 key areas: DPMG handbook, communications, and personal and professional development. Result highlights of the communications area include:

- Majority of respondents noted they would like DPMG updates via email (72%).
- Only 14% of respondents noted they visit the DPMG website regularly
 - When the website is accessed, visitors are generally looking for:
 1. Job related information (DPMG handbook, salary scales): 67%
 2. Upcoming DPMG events: 21%
 3. Updates from the executive and committees: 8%
 4. Other: 3%
- 89% of respondents indicated they read and find value in the DPMG newsletter.
- When asked about connecting with DPMG through social media, just over half of respondents noted they have no interest in connecting with DPMG in that way (52%). Of those who indicated a social media platform, a private Facebook group (20%) and LinkedIn (19%) were the two indicated most.

Based on the results of the communications survey, this committee thought it would be more productive to focus less on Twitter (retire the account) and be more available to support other means of communication that seem to be more impactful.

Handbook Edits

The communications committee supported the DPMG executive with their review of the DPMG Handbook by providing edits to section 1.1 of the handbook.

On-Going Website Updates

A large portion of this committee is keeping the DPMG website updated with current information to ensure members are kept informed. In addition to making updates that happen annually (i.e. uploading annual reports, highlighting events, committee members, etc.), information was added to reflect the forming of a new committee (conference committee).

COVID-19 Impact

With the restrictions and social distancing measures in place due to COVID-19, unfortunately the annual DPMG conference was cancelled. As such, there was no Spring newsletter to highlight the annual conference or support needed to be provided from this committee for communications support.

Due to not being on campus and not having access to interoffice mail, unfortunately any new employees who are part of DPMG who started after February 2020 would not have received a mailed welcome letter and pen.

Recommendations for 2020-2021

- Based on communication survey feedback from members, it became clear that the committee should focus on fewer channels when communicating with members. In the 2020-21 year, the DPMG Twitter profile (@DalDPMG) will be officially retired due to low engagement. The committee will collaborate with Human Resource to amplify messages on their social channels (Twitter: @workatdal).
- Once able to return to campus, send DPMG welcome letters and DPMG pens via interoffice mail to new employees who started after February 2020.
- Continue to review the DPMG website to ensure ease of use, navigability and that key member information is in logical locations.
- Continue to encourage other committees to collaborate with this committee to take advantage of the various avenues of communication.