Our committee kept the P&S community abreast of virtual events, news, COVID safety measures, and accolades through the the P&S Newsletter, the website, and Facebook page. Due to 2020 impacting the timeline and plans for our committee’s goals, we altered some of our FY 20 goals to fit into our FY 21 goals.

Enhance the use and interaction on our Facebook Page. We plan to use Facebook to highlight speakers, events, and document the life of our organization.

We used Facebook to promote some of our virtual events, accolades, several benefits to employees, recaps of volunteer events, and news relevant to the P&S community. We also shared specific COVID information on staying safe and positive.

We created infographics, stories, gifs, etc. for the algorithm and to catch people’s attention with important information or events. The information shared on Facebook was meant to be more fun and lighthearted.

In our bimonthly newsletter, add some human interest pieces in the P&S Newsletter to attract readers. This could be a feature on an office, a staff kudos piece for staff going the extra mile, a “Meet a Member of the P&S Council”, or a fun and lighthearted piece.

Since the content and time did not allow for newsletters to be once a month, for FY 2021, we decided the newsletter would be sent out once every two months and if times were slower for new, we would re-evaluate. For the Fall semester, content was higher and we did bimonthly newsletters. The Spring tends to be a bit slower and so we thought it would be best to do a semester long newsletter.

We highlighted some fun things on campus like the New Admissions Space, the Veteran Services, P&S Staff and their pets, holiday sweaters, etc.

Respectfully Submitted June 29th on behalf of the Communications Committee.

Stephanie Rojas
Chair