

**University of Northern Iowa  
Professional and Scientific Council  
Communications Committee  
FY 22 Annual Report**

**Committee Members**

Stephanie Rojas, Co-Chair

J.C. Last, Co-Chair

Rachel Bair

Cristy Freeburg

Our committee kept the P&S community abreast of virtual events, news, COVID safety measures, and accolades through the P&S Newsletter, the website, and Facebook page.

**Goal 1: 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.**

The P&S Council's Facebook page was more active this past year than it has ever been. Multiple posts were created announcing a variety of events and activities that the P&S community was invited to participate and engage in. We will continue to explore ways to engage our community via social media and the P&S Council website.

**Goal 2: 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.**

The newsletter continues to be the main source of compliments that are directed towards the Communications Committee. We explored ways of collecting metrics to gauge engagement with the newsletter, and hope to continue this once University Relations gets back to full staffing levels.

**New Goal for FY23 #1: Explore integration with Salesforce for distribution of the P&S Council newsletter.**

This will allow the Council to engage more actively and directly with the P&S community.

**New Goal for FY23 #2: Update the P&S Council website to Drupal 9.**

This goal will hopefully be accomplished with help from the IT-Client Services Web Team. It will help bring the Council's website in-line with UNI's updated branding.

Respectfully submitted on June 28<sup>th</sup>, 2022, on behalf of the P&S Council Communications Committee.

J.C. Last, Co-chair