**Communications Committee Retreat**

**Friday, June 3, 2016 8:45 a.m. – 4:15 p.m.**

Introductions

Discussion regarding posting of minutes and agenda.

**MOTION: Communication Minutes and Agenda will be made public. MOVED**

Workload and History: See below for a detailed workload/division of labour report. Discussion of Communication Committee’s history for new members. Ideas about the committee’s structure included: other members to take responsibility of tasks to take the load off of Director and Officer; job descriptions could be formed for each member of the committee with Director and Editor being separate; members can volunteer for tasks.

General Discussion Items: The committee will ask the membership if they want hard copies of the Advocate again.

It was suggested that a counter be put on the website and blog. Members can subscribe to the Advocate but may need to be printed on less expensive paper.

The committee will continue to put small bullet points in emails and link to the Advocate.

Emails should come from wlufa email address instead of staffs’ email. It was suggested that emails sent to the gmail account should be automatically sent to wlufa and that the gmail account be a recipient of outgoing wlufa emails.

Committee will put notice in Advocate that it’s possible to submit an article anonymously and will make required editorial policy changes.

It was suggested to put links to the advocate in a Youtube channel. An idea would be to ask a faculty member to describe what they like or did not like about the advocate and film it.

A member will contact C. Langford in IT to discuss option for WLUFA’s telecommunications.

Suggested that committee publish articles first to the blog and then pull articles from the blog for newsletter.

Ask for volunteers for published items. Executive and hard-copy subscribers could possibly distribute.

Advocates could be sent to new members with a paragraph about the Advocate.

There should be regular timed Advocates.

Web Redesign: Please see below for a detailed website redesign report. A member will be the lead between A. Goodrum (and her students) and the Committee. A member will ask A. Goodrum to write an article for the advocate about the website project.

**MOTION: Move forward with the user experience program involvement in web renewal. MOVED**

LUNCH

More General Discussion Items: The office needs to have consistent messages going out to the membership.

Suggested that major agreement changes be highlighted on the website as well as updated membership demographics.

Site could include links such as employment standards act, and related external links, possibly on the grievance or agreements page.

Have updates posted with the agreements as they come up – i.e. letters of understanding

It was suggested that S. McKee-Protopapas write a report about trends in grievances.

**Communications Blue Sky/Grey Sky** (requested by exec for their retreat item)

Blue sky – Every other month (aim for two pages) Sept, Nov, Jan, Mar: Exec. does its own communications; “communications” staff who reports to communications, full-time and stipend/releases for communications members; 3-4 campaigns; dedicated budget, fiscal independence; staggered 2 yr terms; meet with the Exec. Committee a few times a year (all representatives to meet, includes grievance)

Grey Sky – 2 advocates (possibly 3); divide among committee members; campaigns – nothing, executive does their own, communications does possibly 1; current situation: 25% staff support; earmarked budget

Meet again in July and August after the Executive retreat. A doodle will be sent to the Committee.

Meeting adjourned at 4:00 p.m.

WLUFA Communications Committee: Past Workload and Division of Labour

**Director:**

* General Operations
  + Plan monthly meetings
  + Liaise with Executive (attend bi-monthly meetings; write short reports; respond to issues as they arise)
  + Liaise with Officer and Social Media Manager (SMM)
  + Liaise with Negotiating Team
* Advocate (6 to 9 issues/supplements per year)
  + Propose and track publishing schedule
  + Coordinate article flow (assign writers/editors; follow up re meeting deadlines; push articles through editing levels toward publication)
  + Edit articles
  + Final editing responsibilities (finalize headlines, identify and/or search for graphics/images; consult on layout and design)
  + Draft and finalize Advocate editorial and production policies
* Other Communications
  + Solicit and edit articles for blog
  + Write articles and announcements for blog on ad hoc basis
  + Draft and follow up responses on issues that are disseminated via email on ad hoc basis
  + Organize and draft occasional op ed and press release
  + Liaise with OCUFA Communications on ad hoc basis
  + Prepare and organize dissemination of campaign materials (e.g., FEW, Office space posters, GVTF)
  + Draft and finalize Annual Report

**Officer:**

* General Operations
  + Consult on meeting planning
  + Substitute for Director at Executive meetings on ad hoc basis
  + Liaise with Director and SMM
* Advocate
  + Assist with article coordination
  + Edit articles
  + Assist with final editing responsibilities
  + Draft sections of editorial policies
* Other Communications
  + Design, organize and produce campaign materials
  + Initiate and/or assist with other tasks mentioned above when necessary
  + Oversee content of Contract Faculty web page, and assist with design

**Social Media Manager:**

* Create, monitor and manage all social media accounts
* Produce regular tweets and facebook postings
* Create and disseminate flash surveys
* Provide feedback to Committee about surveys, social media use
* Coordinate social media campaign activities (e.g., National Adjunct Walkout Day selfies)
* Assist with Advocate dissemination
* Integrate new design elements on WLUFA web site
* Design new web pages (e.g., Contract Faculty page)
* Draft social media policy

**Members:**

* Attend and contribute to monthly meetings (developing article and campaign ideas)
* Write articles on ad hoc basis
* Recruit writers on ad hoc basis
* Help source images and graphics for Advocate on ad hoc basis
* Help design and produce campaigns on ad hoc basis (including organizing forums)
* Copy edit Advocate and other official Committee communications\*
* Produce Focus on Contract Faculty\*

\* In each of these cases, a single member took on these tasks as their primary responsibility. They were both heavy time commitments, and required a very specific set of skills and knowledge.

**Committee Secretary and Advocate Publisher:**

* Facilitate general operations in too many ways to list here
* Assists with sourcing images and graphics for Advocate
* Designs Advocate
* Publishes and disseminates Advocate
* Troubleshoots and assists with social media and web presence

***Note:*** *I’ve appended below the recommendations from the Annual Report, so members can discuss the future division of labour in light of these. My only immediate thought is that we might want to make sure a Committee member is assigned the task of overseeing student relations.*

**RECOMMENDATIONS FOR INCOMING COMMUNICATIONS COMMITTEE**

**Improve connection with students:**

* Especially important as WLUFA enters into negotiations for part-time faculty and librarians, and possible labour action
* Share and retweet articles and other postings with WLUSA and WLUSP
* Post links to WLUSA and WLUSP sites on WLUFA site
* Look for opportunities (like this year’s statue project and education around gendered violence campaigns) to support student culture on campus

**Rethink production and distribution of *Advocate*:**

* Our (untested) concern is that the electronic forms of the *Advocate* are not as well read as they could be
* Reduce numbers of supplements/issue (two per term if supplements, one per term if longer issues perhaps)
* Include links to actual articles in body of email (model on OCUFA newsletter)
* Have emails sent from WLUFA Communications account (instead of Larissa Brocklebank account) to increase recognition factor
* Distribute and post more print issues for visibility (targeting faculty *and students*)

**Assess WLUFA Website for Redesigning and/or Streamlining:**

* Analyze repetition and redundancies in current site to assess if we need external (paid) assistance in redesigning and/or streamlining site
* Connect with User Experience Design students to provide analytics and/or work on site (possibly as a class project)

**Keep community informed about *all* sides of issues:**

* The *Advocate* is intended to inspire debate and discussion but because so few people volunteer to write articles, the content risks reflecting the ideas and opinions of the committee members
* A conscious effort has been made in the past, and needs to continue to be made in the future, to solicit alternative viewpoints and highlight controversial issues

**Keep looking for new ways to bring more contributors in:**

* Surveys, contests, direct solicitations for volunteers have been used in the past to engage the readership
* We need to keep thinking about how to use these methods more effectively, and what else can be done

**WLUFA Social Media Report 2015-2016**

Created by Matt Thomas, Social Media Manager.

All stats are for 2015-05-01 to 2016-03-31 unless otherwise stated.

**WLUFA Main Site http://www.wlufa.ca/**

● News Items: 76 (~6.9/month on average, 429 post in total so far)

● Milestones/Notes: Earliest is dated 2010-03-08

● Comments: There was a major redesign recently (possibly before this year) but there could be some improvements made in the organization of the site and styling of some elements. Upgrade to current WordPress version (the online tool used to host the website) is planned for the very near future. This will allow more and better statistics to be seen and reported on.

**WLUFA Advocate Blog https://advocatewlufa.wordpress.com/**

● Entries: 56 (~5.1/month on average, 118 posts in total so far); Views: 4,074 (~370.4/month on average, 7,582 views in total so far); Visitors: 1,987 (~180.6/month on average)

● Milestones/Notes: ○ 2015 saw the most views per calendar year by far, at 3,586. AT the time of writing this report (2016-04-15), 2016 has seen more than half that already. 2015-11-17 saw the highest views ever at 691. November 2015 was also the month with the most views by far. Friday is the most popular day of the week for views, and 3 pm is the most popular hour. Top viewed post was the one releasing the Advocate 4.3 for November 2015 (see above). This was a special issue related to the Statues project: https://advocatewlufa.wordpress.com/2015/11/17/wlufa-advocate-4-3-november-2015/ The top five referrers (sources from which users have come to get to a page on this blog) are (in order from most to least): search engines, web-based Laurier Outlook, WLUFA.ca, Facebook, and Twitter. Some key design elements were adjusted in this year including the layout of posts, and the “widgets” in the side bars. WLUFA Advocate issue publication was streamlined and improved this year, posting them as PDFs in their own entry (which is then emailed to Members), as well as publishing individual articles as entries themselves so readers can comment and share them more easily.

● Comments: This blog is hosted on WordPress just like the wlufa.ca site but is up to date in terms of versioning. The above is the kind of statistics that could be available for that when the upgrade is complete, which should be very soon.

**WLUFA Facebook Page https://www.facebook.com/wlufa**

● Posts: 644 (~58.5/month on average); Likes: 106 (as of 2016-03-31, an increase from 69 on 2015-05-01)

● Milestones/Notes: 2016-03-08 saw the highest number of likes so far at 107 (we lost one since then, but gained it back in April as of the 15th). The post with the highest “Reach” (number of people who have seen it) was on 2016-01-25 at 1,800. The post with the highest number of “Reactions, Comments, and Shares” was on 2016-03-02 at 55. This year was the first year using Facebook Events (AGMs and Wine & Cheese events). These are not used extensively but may help with providing information and awareness.

● Comments: The number of “Likes” for this page is quite high. Few Members use Facebook but for those who do, this can create a sense of community. Some of the Likes are from non-Members as well which is a good sign for external communication and reputation. The activity on this page in terms of posts is probably a good number. Facebook pages with too many posts may not be seen favourably by other users.

**WLUFA Twitter Account https://twitter.com/WLUFA**

● Tweets (doesn’t include retweets): 418 (~38.0/month on average, 1,948 in total so far (as of 2016-04-15); Twitter Impressions (number of times users saw our Tweets on Twitter): 82,700 (rounded to the nearest 100) (~7,518.2/month on average); Followers: 527 (as of 2016-04-15); Lists: Member of 33 (as of 2016-04-15)

● Milestones/Notes: The Tweet with the most impressions by far was on 2015-05-20 at 11,701. It was about Milton Campus not being approved the first time around: https://twitter.com/WLUFA/status/601099093943963649 Joined in November 2010.

● Comments: The number of Tweets above doesn’t properly reflect the actual activity of the Twitter account since the majority of posts are actually retweets (sharing other Tweets without comment or edits). These aren’t counted by Twitter Analytics so can’t be reported but it does suggest a possible change of strategy for the Social Media Manager to post more content as Tweets instead.

**WLUFA YouTube Account https://www.youtube.com/channel/UCLbefVu3EBXVDaZ9mjCiy1Q**

● Uploads: 6 (12 in total); Views: 153 (195 in total); Likes: 1 (1 in total)

● Milestones/Notes: Created: Feb. 12, 2014; Only 3 subscribers (one of which is M. Thomas, Social Media Manager); Most popular video “Jason Sager Evidence for Democracy”, posted on 2015-10-13 (see https://www.youtube.com/watch?v=Y1t6qCj7SIA)

● Comments: Not much effort was made into using this but it is useful in cases where we have videos to upload. Creating videos is very resource intensive though so we would have to have someone with the ability and the time to do so to make best use of this. Low numbers now are fine.