Members:
  Claire Goverts
  Kelly Kamish
  Shanel Levey
  Emily Moore
  Joanna Prescott
  Devon Watters
  Jeremy Zehr

Committee Chair/Co-Chair: Joanna Prescott, Jeremy Zehr

Constituent Outreach and Engagement:

Summary: Our goal this year is to completely change the way RIT feels and thinks about Staff Council. Our goal is to bring the university staff together to feel heard and valued through our goals and charges below.

Goals and Charges (4 total):

1. Signature Events: Perhaps the most widely recognized tangible effort of RIT Staff Council has been the summer Staff Picnic, which takes place after the Spring semester. It is a break from the day to day tasks of staff, and has always included a catered meal and dessert, as well as ancillary activities such as a vintage car show and carnival games.
   a. Measurable Outcome: The RIT Staff Picnic will be a great success, and will serve as a nice break from the daily routine as a staff member. Staff will feel like we listened to concerns about prior Staff Picnics, and we will highlight the advantages of using in-house catering. Lines and crowding were an issue pre-pandemic, it would be nice if we could minimize that.
   b. Action Items:
      i. Send out survey about last year’s Staff Picnic
      ii. Reach out to RIT Catering early to discuss menu options and logistics, let’s make them feel more like a partner and less like a vendor.
      iii. Finalize details of Staff Picnic - date, menu, features
      iv. Host the RIT Staff Picnic
      v. Post-mortem of how the picnic went, survey staff, come up with suggestions for next year.
   c. Estimated Timeline: The RIT Staff Picnic is usually held after Commencement, we will need to pick a date. From there, we will work backwards. Sending out a survey should happen ASAP, perhaps the second week of October?
   d. Responsible Committee Members:
      i. Shanel, Joanna
   e. Partners:
1. RIT Catering, Staff Council, Denise Acton, Dr. Watters for budgetary approval

2. Personalized Outreach: The goal of this charge is to familiarize our constituents with their representatives on the ground level. The goal would be to reach our constituents outside of the standard, required, Staff Council communications.

   - Measurable Outcome: To increase visibility of Staff Council among constituents that may not have previously been familiar with or engaged with the organization.
   - Action Items:
     - Create email templates for Staff Representative Bios, as well as templates for bi-monthly check-in emails.
     - Distribute templates to Block Captains or all representatives.
     - Have each representative answer bio questions.
     - Create a content calendar for what topics should be considered for bi-monthly (i.e. - non SC Meeting highlights) emails.
     - Partner with other block captains to organize meet and greets with their constituents.
   - Estimated Timeline: Much of this charge is ongoing. For each goal of this charge, we hope to do the following:
     - Representative Bios created and scheduled for distribution by the end of Fall Semester
     - Schedule at least one meet and greet event with constituents per block within the academic year. (This can be with all representatives from the block, or individually, depending on availability and schedules)
   - Responsible Committee Members:
     - Jeremy
   - Partners:
     - Work with block captains to organize the creation of bios of each representative, schedule dates for when emails should be sent to constituents from each block.

3. Professional Development: Many staff at RIT are interested in or are required to participate in professional development activities. We are looking to make information related to available programming/opportunities easily accessible for staff at RIT and assist in identifying gaps of what is available or how people access this information.

   - Measurable Outcomes:
     - Track success rate from staff council reps on how informative/impactful these resources were to them.
     - Survey constituents to see if efforts increased their awareness of professional development opportunities throughout the academic year, with a specific focus on DEI related opportunities.
   - Action Items:
     - Develop a resource document which directs people to places where professional development and events are posted.
ii. Creating a document of tagline or footer notes that constituents could add to their customized communications related to current training or event opportunities.

iii. Develop a framework or guide for how to properly engage with your constituents.

c. Estimated Timeline: Action items will begin being implemented during the Fall 2022 semester and continued throughout the spring with results being tracked in the Spring 2023 semester.

d. Responsible Committee Members:
   i. Devon & Kelly

e. Partners:
   i. DEI, Talent Development (HR)

4. Social Media/General Outreach: Many RIT staff members are unfamiliar with the Staff Council's function or are uninformed that we exist. Moreover, some of our constituents may be missing out on important communications because we predominantly use email. One of our aims this year is to boost Staff Council's visibility, involvement, and engagement, as well as improve material dissemination and promote information sharing with RIT.

a. Measurable Outcome: To make Staff Council more visible to users of social media who would not have been familiar with or engaged in the organization through LinkedIn.

b. Action Items:
   i. Creating a structure of what to share and when & demographics – what can we share/what we can’t
   ii. Create a content calendar and sharing with SC on it and if they want to add anything they can & to let us know
   iii. Creating a LinkedIn profile and be up and running within 2 months
   iv. Promote LinkedIn profile on website & twitter & Facebook & maybe an email
   v. Create a process and procedure document for future committees to follow to ensure our social media presence stays year after year.

c. Estimated Timeline: This will be an ongoing action item throughout the year and we will evaluate our success in regards to our interaction in spring 2023.

d. Responsible Committee Members:
   i. Emily & Claire

e. Partners:
   i. Other committee members if needed

Ongoing Efforts:
   ● Encouraging Staff Council reps to communicate consistently with their constituents.