

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:**

- 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.*