



Communications Committee Annual Report 2013-2014

The Communications Committee has met on a monthly basis throughout the year in order to continue to improve the communications of the MRFA.

- We have organized and hosted two brunches for all Departmental Communicators in order to ensure communication between the Association and the membership at the departmental level. We have sought to deliver key messages about MRFA business through our communicators throughout the year and to augment meeting attendance through this channel.
- In the fall semester, a chart of the organizational structure of MRU was approved. It is available [online](#). This chart was created with a view to creating more transparency about how the institution functions.
- Members of the committee helped the MRFA to develop its media strategies, including the creation of a media section on the [website](#) and in the [Weekly Newsletters](#).
- The Committee designed new hard copy communications strategies: the [MRFA Headlines](#) and the [News to Use](#).
- The Committee raised a variety of issues of concern to faculty, and circulated information about them via the network of department communicators. These issues included hiring processes for contract faculty, necessary support (in the form of parking passes) for contract faculty attending the AGM, the profile of research at MRU, LAPP pension plan changes, e-SEIs, and UniGlobe.
- The Committee also recommended more communications about research and research grant applications resulting in a PD seminar on the issue.
- The Committee did a thorough review of the MRFA's various communications strategies and committed to ongoing improvements.

The Committee's budget has been spent on three new communications initiatives:

- complimentary lunches, in the Faculty centre, for department communicators and their department members. These were intended to promote awareness of and engagement in the Association, and where they happened they were well received. The committee will revisit how these should be managed next year, but we recommend continuing with them.
- door prizes to encourage attendance at MRFA meetings,
- and professional photos for the Media section of the website.

Respectfully submitted by the MRFA Communications Committee

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