

## Chair, Communications Committee Report to Council (April 23, 2020)

### Social Media

The MAUT Facebook and Twitter accounts remain effective social media outlets for the Association to provide frequent critical updates and professional development content on timely issues (e.g., COVID-19 implications for online teaching, graduate supervision, research funding, online conferences, remote work, stress management, balancing childcare; STEM gender gap, contract faculty inequity). These accounts are also regularly used to promote relevant faculty events at McGill and beyond (e.g., CAUT Virtual Town Hall, McGill Alumni Webcasts, MAUT Winter Brunch), highlight the successes of McGill faculty (e.g., COVID-19 researcher profiles, Faculty of Education media spotlight, TLS “Teaching Snapshots”), as well as to publically disseminate prepared statements by MAUT (e.g., concerning Prof. Greg Mikkelson resignation, Prof. Daniel Weinstock accusations, COVID-19 response), McGill administration (e.g., Deputy Provost (SLL), Associate Provost), and the Province of Quebec (e.g., post-secondary institution closures).

The MAUT Facebook account audience has increased to over 1,400 followers, with FB Insights data continuing to suggest that most followers are female (61%) between the ages of 25-44 (72%) from over 40 countries (e.g., Canada: ~29%; U.S.: ~35%), with audience engagement varying substantially over time (sum of daily reach per month; Dec.: 15.4K; Jan.: 74.4K; Feb.: 4.3K; Mar.: 60.2K). The MAUT Twitter account increased to over 520 followers and maintains comparable engagement levels (impressions per month; Dec.: 7.9K; Jan.: 14.5K; Feb.: 18.5K; Mar.: 83.3K; demographic data from Twitter Analytics is no longer provided via account administrator access as of April 22, 2020). Video coverage of MAUT events will continue to be posted on our YouTube channel (e.g., 2020 AGM), with total engagement since launching the channel including 695 views, 126 hours of watch time, and 130-200+ views for each publically posted MAUT event. All social media feeds remain available to MAUT members to assist in promoting McGill events, publications, or public engagement efforts upon request.

### MAUT Website

Website updates continue to be performed by MAUT Member Engagement Officer Jo-Anne Watier to improve usability and update content. Our new online membership form initiated in Spring 2019 has been used to process over 50 applications since last March (with 24 hard copy applications also being received, primarily at in-person events), with updates planned for the Current Issues (to be removed), News and Announcements (to be added), and Resources sections (updated) to improve accessibility. Website access to our continually updated repository of online information and reports remains steady as indicated by Google Analytics showing an average of 405 page views per week (range: 138-591 views per week) and a total of 7,298 page views since the Fall 2019 VP Communications Report (December 16, 2019 – April 19, 2020).

### MAUT Newsletters

Both the December 2019 and March 2020 MAUT newsletters were well-received and addressed several topics of interest (e.g., COVID-19 updates, Prof. Greg Mikkelson resignation, École Polytechnique, salary updates, conflicting carbon reduction perspectives, daycare expansion initiative). Each newsletter also provided updates on McGill initiatives (e.g., AGSEM and commuting surveys) and MAUT events (e.g., RAC concert-lecture series, MAUT Tenure & Mentoring Workshop). The March 2020 newsletter was

released to McGill faculty at large (not exclusively MAUT members) as per an annual recruitment initiative (no analytics are available for the March newsletter as it was disseminated via internal mass email not Envoke). MAUT otherwise continues to use the Envoke system to disseminate the newsletter (email lists updated prior to each newsletter), with subscription costs covered by the McGill Communications and External Relations office. Envoke analytics for the December newsletter email indicate a recipient email open rate (50%) and click rate (2%) that are consistent with prior MAUT newsletters (ranges: 49-52% and 2.9-5.1%, respectively). The December newsletter email open rate is above average according to Envoke statistics (20%) and the click rate is on par with the Envoke average (3%; source: <https://envoke.com/send-emails-get-clicks>).

## Varia

The VP Communications coordinated the use of SurveyMonkey in place of Omnivox for the 2020 MAUT Executive and Council Elections, utilizing the built-in functions to email MAUT members directly, obtain analytics, and send reminders. SurveyMonkey analytics for the 2020 Elections showed a 51% email open rate and 27% click rate among MAUT members contacted via the SurveyMonkey email system, with election results to be announced at the 2020 AGM as per the VP Communications motion passed in Fall 2019 ([https://www.mcgill.ca/maut/files/maut/approved\\_agenda\\_minutes\\_council\\_2019-09-11.pdf](https://www.mcgill.ca/maut/files/maut/approved_agenda_minutes_council_2019-09-11.pdf)).

Given the closure of campus facilities due to COVID-19, MAUT Executive and Council meetings have been transitioned to a virtual Zoom format for the foreseeable future. Jo-Anne Watier as MAUT Membership Engagement Officer was required by IT to obtain an independent (non-faculty) Zoom account (fees are compensated by MAUT) that affords her sufficient capabilities to host and record upcoming MAUT events (e.g., 2020 AGM on April 23, 2020, as well as the Tenure & Mentorship Workshop rescheduled for May 7, 2020). Virtual participation protocols have been developed and will be disseminated to participants prior to upcoming online events.

Report respectfully submitted by Nathan C. Hall on April 22, 2020.