

Chair, Communications Committee Report to Council (Nov. 8, 2018)

Social Media

The MAUT Facebook and Twitter accounts remain viable social media outlets for the association in providing event updates (e.g., Apple Picking Event, TLS seminars), formal statements (e.g., sexual violence; April 2017), and relaying professional development content (e.g., blogs, news articles on teaching, open scholarship, employment equity, well-being in higher education). The MAUT Facebook account now has over 1,100 followers, with FB Insights data suggesting most followers to be female (62%) between the ages of 25-44 (70%) from over 45 countries (e.g., Canada: ~25%; U.S.: ~26%), with audience engagement remaining steady (reach/month for April: 12.7K; May: 7.6K; June: 5.1K; July: 14K; August: 3.6K; September: 6.8K; October: 2.5K). The MAUT Twitter account has just over 450 followers and similarly maintains consistent engagement (impressions/month for April: 10.3K; May: 4.7K; June: 5.6K; July: 24.9K; August: 9.5K; September: 6.4K; October: 1.2K), with demographic data from Twitter Analytics suggesting most followers to be female (64%), from Canada (55%) or the U.S. (25%), and substantially from the Montreal region (27%). MAUT events continue to be posted on our YouTube channel, with links to internal events (e.g., Guide to the University) available to McGill faculty upon request and two public events since 2017 garnering over 280 views to date (Naylor, Academic Freedom Forums). The MAUT LinkedIn account does not show significant engagement (14 followers) and will likely be discontinued in the coming months. 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, with Jo-Anne also sharing responsibility for posting on our Facebook and LinkedIn accounts. Following from recent consultations with McGill WMS, the website will be undergoing significant renovations in the coming months to make it more visually attractive (e.g., hero block functions on main page), better highlight current events/reports/activities (e.g., image-identified columns on main page, calendar function), and reduce clutter while retaining critical archival functions. Website updates will also include the conversion of the MAUT membership form from a scanned PDF file to a more user-friendly online format, with Jo-Anne currently completing additional WMS web management training to accomplish these objectives. Website access to our extensive repository of online information and reports remains steady as indicated by Google Analytics showing an average of 394 page views per week and a total of 11,834 page views since the Spring General Meeting Report (April 9, 2018 - November 4, 2018).

Varia

Both the Summer (June 2018) and Fall (November 2018) MAUT Newsletters were well-received and addressed several topics of interest to MAUT members and McGill faculty at large (e.g., CFI grants, AMURE information, first-generation students, intimate relationships survey, Redmen petition, TLS Seminar, commuting study invitation, retirement and benefits information). Protocols concerning the compilation of MAUT Newsletter were also updated (e.g., sending items directly to VP Communications to expedite preparation), as were protocols concerning internal communication (e.g., RSVP for council/executive meetings to “opt-out” vs. “opt-in”). Following from regular meetings with Jo-Anne Watier, in consultation with Honore Kerwin-Borrelli (MAUT Administrative Officer), specific protocols pertaining to internal communications regarding listserv use were also compiled and a communications

schedule established by Jo-Anne to gauge frequency of member contact via liserv (e.g., lags, types of content, etc.). Two surveys to evaluate member perceptions concerning the MAUT mandate of securing negotiated agreements with day care providers (N = 83) and a potential administrative ban on intimate relationships between teaching staff and students (N = 374) were also administered by the VP Communications. Survey results showed most members to express mediocre satisfaction with the day care provider with which MAUT had recently established a preferential access agreement (Kids and Co.) and to favor MAUT involvement in providing information to members and seeking negotiated agreements with alternate day care providers. Survey findings additionally showed a majority of MAUT members to oppose a complete ban on staff-student intimate relationships (42.5%), with further coding of qualitative open-ended responses currently underway.

Report respectfully submitted by Nathan C. Hall on November 8, 2018.