

# VP Communications | 2018 Spring General Meeting Report

## Social Media

Efforts to further expand the social media footprint of MAUT across platforms have proven successful as evidenced by over 1,090 followers for our Facebook account and over 420 followers for our Twitter account. MAUT social media feeds continue to attract followers and solicit online engagement by way of strategically curated news and professional development content, showcasing MAUT and campus events (e.g., Winter brunch photos on Facebook), and highlighting MAUT and external advocacy efforts (e.g., successful #supportthereport, divestment campaigns). The MAUT YouTube feed continues to serve as an online resource for MAUT members to view MAUT meetings remotely (private link) and for the general public to view MAUT events (e.g., 2017 Naylor Report Forum with 184 views to date). Despite consistent cross-posting of content on the MAUT LinkedIn account since Fall 2017, follower engagement is notably low suggesting this platform account be discontinued to maintain cross-platform efficiency. We continue to receive and facilitate requests from McGill offices and faculty to promote McGill events (e.g., OSD Webinar, #BlackHistoryMonth campus events) and faculty content (e.g., @paimadhu blog), with this online exposure serving as a useful alternative to MAUT mass email which is increasingly reserved for content of direct relevance to the majority of MAUT members. We also continue to receive feedback from MAUT faculty and the general public by way of comments or replies to online content, with such feedback expected to continue to prompt MAUT executive and council dialogue and advocacy on critical issues (e.g., legality of using course evaluations to inform tenure/promotion/merit decisions given increasing media coverage of empirical findings on gender bias; role of MAUT in addressing sexual violence on campus in response to media coverage of student petitions for greater transparency).

## MAUT Website

Website updates continue to be performed by MAUT Member Engagement Officer Jo-Anne Watier, with the intermittent assistance of MAUT Communications Committee member Genevieve Gore, with Jo-Anne also sharing responsibility for posting content and events on our Facebook and LinkedIn accounts. Website access to our extensive repository of online information and reports remains steady as indicated by Google Analytic data showing an average of 419 page views per week and a total of 12,990 page views since the Spring General Meeting Report (September 4, 2017 – April 1, 2018). In addition to continued updates to MAUT website content, menus, dead links, etc., planned updates in the coming months include revisions to the main MAUT page to incorporate more visuals (e.g., “Hero” image format with clickable news/event/report content) and the incorporation of an online MAUT membership form with digital signature to maximize email recruitment and reduce paper waste.

## New Researcher Award

The VP Communications is currently cooperating with the MAUT Membership Committee to develop an MAUT New Researcher award (e.g., pre-tenure McGill faculty within first 5 years, accompanied by monetary compensation and a plaque at Spring General Meeting, applicants evaluated by Communications Committee members, nomination text/photos posted on MAUT website and social media feeds as recognition/recruitment content). The award is intended to engage MAUT in the public recognition of research accomplishments of McGill faculty, in addition to the existing student scholarship, and to bolster MAUT recruitment and community-building by requiring applicants to become an MAUT member and seek out a letter of recommendation from an existing MAUT member.

Deliberation by MAUT executive and council of additional VP Communications proposals to develop MAUT awards that further recognize teaching and service excellence of McGill faculty is ongoing.

## Varia

The Spring 2018 MAUT “Special Edition” Newsletter was distributed by email to McGill faculty at large as a recruitment initiative and was well-received in large part due to including solicited content from MAUT faculty and executive on varied topics of interest (e.g., Canadian Science Funding, global access to research output, service portfolio information, advocacy updates re: Hungary, Turkey). Internal email communication to the MAUT Forum mailing list has been increasingly assumed by Membership Engagement Officer Jo-Anne Watier who has further contributed to drafting and disseminating MAUT event promotion materials (e.g., graphics/text). In addition to regular meetings with Jo-Anne Watier, an online meeting of the Communications Committee was convened December 14<sup>th</sup>, 2017 to address strategic content curation on our social media feeds and a potential revision to the Newsletter format. Whereas the Envoke format is presently employed to format the Newsletter content which is delivered 3-4 times per year in an elaborated format, more recent platforms are currently being researched to facilitate ease of dissemination as is the possibility of a shorter “digest” format to keep members more regularly updated. As always, submissions and requests for online or email promotion of content or events from MAUT members are encouraged.

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