

Chair, Communications Committee Report to Council (April 6, 2021)

Social Media

The MAUT Facebook and Twitter accounts remain effective social media outlets for the Association to publicly disseminate prepared statements by MAUT (e.g., support for McGill Black Faculty Caucus), share McGill resources and opportunities for faculty (e.g., TLS resources for online instruction, calls for participants for McGill studies, research and teaching workshops), promote critical ongoing initiatives (e.g., #IntlWomensDay, Black History Month, Montreal Massacre), and provide professional development content (e.g., open access, graduate supervision strategies, Indigenization, mental health). These accounts are also regularly used to promote relevant events at McGill (e.g., McGill24), share McGill campus updates (e.g., Covid protocols, convocation, Fall Reading Week, advertised positions), and to highlight the successes of McGill faculty (e.g., researcher discoveries, faculty news articles, grant and award winners, TLS “teaching snapshots”, GPS “supervision snapshots”).

The MAUT Facebook account audience has increased to 1,454 followers, with FB Insights data continuing to suggest that most followers are female (61%) between the ages of 25-44 (74%) from 45 countries (e.g., Canada: ~23%; U.S.: ~25%). Facebook audience engagement remains consistently low yet varies substantially over time (sum of daily reach per month; April: 4.11K; May: 89.56K; June: 3.37K; July: 2.04K; Aug.: 2.60K; Sept.: 3.03K; Oct.: 2.56K; Nov.: 2.01K; Dec.: 1.22K; Jan.: 1.15K; Feb.: 1.42K; Mar.: 1.67K). The MAUT Twitter account increased to 538 followers and maintains comparable engagement levels (impressions per month; April: 2.03K; May: 9.63K; June: 2.36K; July: 813; Aug.: 1.47K; Sept.: 4.24K; Oct.: 745; Nov.: 517; Dec.: 1.59K; Jan.: 715; Feb.: 629; Mar.: 265; demographic data from Twitter Analytics no longer provided). Video coverage of MAUT events was regularly posted on our YouTube channel (e.g., 2020 AGM, 2020 Guide to the University), with total engagement since the last report including 162 views, 25.5 hours of watch time, and 98 views for our most recent event (MAUT Tax Session, Feb. 22, 2021).

MAUT Website

Website updates continue to be performed by MAUT Member Engagement Officer Jo-Anne Watier to improve usability and update content, with Jo-Anne having completed an additional two webinars over the past year as provided by WMS. Our online membership form initiated in Spring of 2019 was used to process 85% of applications since last April (35 applications were received in total). Website updates were conducted throughout the year by Jo-Anne to remove dead links and to update the calendar of events, the RAC section, and the Librarians section to present Senate meeting reports in a user-friendly manner. Website access to our continually updated repository of information and reports remains steady as indicated by Google Analytics showing an average of 373 page views per week (range: 156-712 views per week) and a total of 17,172 page views since the last report (April 20, 2019 – March 28, 2021).

MAUT Newsletters

Four MAUT newsletters were disseminated since the last report, specifically in May, September, and October 2020, and January 2021 (next newsletter scheduled for mid-April 2021). Newsletter blurbs addressed several topics of interest (e.g., TLS teaching tips, pension plan updates, tax advice, electronic expense reports, CAUT fee increase, merit deferral, McGill carbon reduction acceleration, strategies for

managing Covid-19 mental/physical health challenges), with the October 2020 newsletter compiled exclusively by the membership committee highlighting MAUT virtual events (e.g., Guide to the University, Tax Symposium, Welcome Gathering). The newsletters also solicited responses on McGill and faculty initiatives (e.g., accessible course design feedback, Beirut donations) and provided updates on MAUT initiatives (e.g., Workday Survey results). With the exception of occasional newsletters disseminated to McGill faculty at large (not exclusively MAUT members) for recruitment purposes (e.g., March 2020 newsletter), MAUT continues to use the Envoke system to disseminate the newsletter to MAUT members (email lists updated prior to each newsletter) with subscription costs covered by the McGill Communications and External Relations office. Envoke analytics for the last four newsletters (May/September/October/January) indicate recipient email open rates (53/51/48/53%) and click rates (7.5/4.6/4.6/3.3%) consistent with prior MAUT newsletters (ranges: 49-52% and 2.0-5.1%, respectively). These email open rates are above average according to Envoke statistics (20%) with the click rates also being slightly higher than the Envoke average (3%; <https://envoke.com/blog/send-emails-get-clicks>).

Varia

The VP Communications conducted surveys (and prepared reports for Council/Executive) of MAUT RAC members concerning their satisfaction with RAC and MURA activities (60+ respondents) and from McGill faculty concerning their experiences with the Workday system (nearly 200 respondents) using the SurveyMonkey system. SurveyMonkey was again used to conduct the 2021 MAUT Elections (for both Executive/Council positions and the RAC Chair) and initially solicited votes using a persistent link (sent via mass email) due to the built-in SurveyMonkey function that directly emails MAUT members having test emails landing in spam folders. However, due to member concerns regarding the possibility of voting multiple times (i.e., from different devices) and that the link could be shared, the election was restarted shortly thereafter utilizing personalized email links and additionally reminding members to check their junk mail. Whereas the SurveyMonkey system was used in 2020 for elections due to delays with Omnivox resulting from Covid challenges, and was used again in 2021 for elections, it is recommended in future years to revert back to the Omnivox platform that provides a more secure and less problematic method of soliciting member votes. Detailed election results will be announced at the 2021 Virtual 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).

Since the campus closure due to Covid, MAUT events and meetings were successfully transitioned to a virtual Zoom format as coordinated by Jo-Anne via an independent (non-faculty) Zoom account (fees compensated by MAUT). This account affords sufficient capabilities to host and record MAUT meetings and events (e.g., workshops, symposia) and should serve as a useful persistent resource for expanding participation in MAUT activities once in-person activities resume (e.g., Macdonald Campus AGM). It has been an honour to work alongside MAUT Council and Executive members since starting as VP Communications in 2017, and I wish to specifically express my sincere appreciation for the efforts and support of Jo-Anne Watier who has proven to be an invaluable resource for ensuring effective, up-to-date, and meaningful communication with McGill faculty and administration on behalf of MAUT.

Report respectfully submitted by Nathan C. Hall on April 6, 2021.

