

TO: Rachel Green, LAUC President
FROM: Communications Committee
RE: 2021-2022 Mid-Year Report
DATE: March 2022

Committee Charge:

General Charge

1. Make general website updates and improvements, as needed or as directed by the LAUC President or Executive Board.
2. Review and update [LAUC Website Guidelines](#), as needed or as directed by the LAUC President or Executive Board.
3. Schedule and manage [Meet Our Members](#) posts, in conjunction with the DEI Committee.
4. Find and post news stories on the LAUC website.
5. Manage and administer the LAUC listserv(s), in conjunction with the LAUC President and Secretary.

Specific Charges for 2021-2022

1. Implement a Statewide listserv, ideally by using the ten divisional LAUC listservs so that membership updates will be automatic. Establish standards and best practices for posting, in conjunction with the LAUC President and Executive Board.
2. Explore options for a new website content management system, and assess possible migration of division web content.
3. Create a LAUC Archives section on the LAUC statewide website, working in consultation with the LAUC Archivist; review the current [LAUC Archive Guidelines](#) (1996) and recommend updates, working in consultation with the LAUC Archivist.

Summary of Action Items:

- Updated and maintained LAUC website and guidelines as needed.
- Posted news stories to the website and social media accounts.
- Created and implemented the LAUC_Statewide listserv to facilitate communication from Statewide to divisions.
- Began discussing website improvements and needs.
- Began planning and creating a LAUC Archives section on the website

Body of Report:

The Communications Committee is an ad hoc committee appointed annually by the LAUC President to facilitate communication within the association by managing the LAUC website, highlighting and promoting member activity, encouraging engagement and raising awareness of LAUC web tools and resources. Its membership consists of the LAUC Webmasters and the

News and Social Media Coordinators.

In addition to the committee's regular duties of updating and maintaining the LAUC website and posting relevant news stories to the LAUC website and social media channels, we have worked on creating and implementing the LAUC Statewide listserv. The listserv allows the elected officers to send information to each division's listserv rather than sending the message to each division's chair to then forward to their members. Currently, the listserv communicates with 9 of the 10 divisions. The last division was heavily impacted by COVID-related illnesses and is working to make the needed changes to allow for messages from the statewide listserv.

The committee also created a plan to promote the new Slack workspace and the LAUC Facebook and Twitter accounts. Beyond the LAUC Executive Board and committees, the LAUC Slack workspace is available for group and cross-campus collaborations. Once signed in as a member, anyone can create a channel for their specific needs. FYI: if a private channel is created, it will remain private, but a public channel can be designated private at any point. All LAUC members are encouraged to use and participate on these social media sites and share news that would be of interest to other members. Contact us at <https://lauc.ucop.edu/contact-us> with suggestions or questions.

- Slack workspace (tag #lauc2022)
 - Join (add campus affiliation following name, ex: Marlayna Christensen - SD): https://join.slack.com/t/lauc-workspace/shared_invite/zt-mpg2ipue-xowaW1JU1o5osGjZXpO82w
 - How to manage multiple workspaces: <https://slack.com/help/articles/1500002200741-Switch-between-workspaces>
- Social media channels (pls join as interested)
 - Facebook: <https://www.facebook.com/LAUCnews>
 - Twitter: <https://twitter.com/laucibrarians>

The committee will continue to work on creating a new LAUC Archives section of the website and reviewing and implementing website updates and improvements.

Communications Committee Members

Communications Committee Roster, 2021-2022

Sylvia Page (UCLA)	Webmaster, Vice-Chair
Marlayna Christensen (UCSD)	Webmaster, Chair
Joy Holland (UCLA)	News & Social Media Coordinator
Lia Friedman (UCSD)	News & Social Media Coordinator