

TO: Rachel Green, LAUC President
FROM: Communications Committee
RE: 2021-2022 Final Report
DATE: September 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 direct communication from the statewide officers to the membership of the divisions.
- Reviewed website needs and next steps.
- Created the LAUC Archives section on the website and worked with the archivist responsible for the archives management to update guidelines and instructions.

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 created and implemented the LAUC Statewide listserv (LAUC-Statewide). Using the listserv interface, the elected officers can send information directly to the membership of each division rather than asking each division chair to forward the message. LAUC-Statewide is hosted on the Google Groups platform at UC San Diego. The campus requires someone from UC San Diego to be

involved in listserv management while it is hosted on this campus. Three divisions (B, LA, SB) could not be added directly to the listserv, but will be CC'd on all messages. This limitation was mandated by Google because these divisions also use Google Groups and could potentially create an endless communication loop.

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 a member of the Communications Committee at <https://lauc.ucop.edu/contact-us> for information about Slack or with suggestions or questions.

Social media channels:

- Facebook: <https://www.facebook.com/LAUCnews>
- Twitter: <https://twitter.com/laucibrarians>

The committee also discussed needs and next steps for the LAUC website. The website needs to be refreshed and improved. The content management system (Drupal) is out of date and needs to be updated. For much of the year, it was difficult to get a response from FivePaths, the site service provider. The committee decided that we need to implement the system updates and then discuss with FivePaths the options available to update the website and make it easier to use and organize. The committee also agreed that a website review ad hoc committee should be considered after the updates are in place, to evaluate the user needs and other changes needed to improve the accessibility and functionality of the site.

Lastly, the committee also created a new [LAUC History and Archives](#) section of the website to gather and share historic documents and event information. It also provides information about how to manage and transfer LAUC-related records to the LAUC Archives, managed by the University Archivist at Berkeley. The committee reviewed documentation created by the LAUC Archives Task Force (2015-2017) and the LAUC Archives Implementation Task Force (2016-2017) to guide the work. As the task forces' reports were the most recent, but not current, the committee also consulted and worked with Kathi Neal, the University Archivist at Berkeley for input on the site and to update the guidelines. This work will continue into the next year.

Respectfully submitted,

Marlayna Christensen, Chair

Communications Committee Roster, 2021-2022

Marlayna Christensen (UCSD, 2020-2022)	Webmaster, Chair
Sylvia Page (UCLA, 2021-2023)	Webmaster, Vice-Chair
Joy Holland (UCLA, 2019-2022)	News & Social Media Coordinator
Lia Friedman (UCSD, 2021-2023)	News & Social Media Coordinator