

# Marketing and Communications Committee Report 2020/2021

## Committee

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## Committee Initiatives 2020-2021

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This was the first year of this committee, created from a split of the Membership and Communications committee.

Goals and accomplishments for this year were:

### 1. Create Terms of Reference for the Committee:

The Marketing and Communications Committee will be responsible for coordinating all aspects of both marketing to and communication with the PSA membership and P & M employees to support awareness of the PSA - its value and general activities.

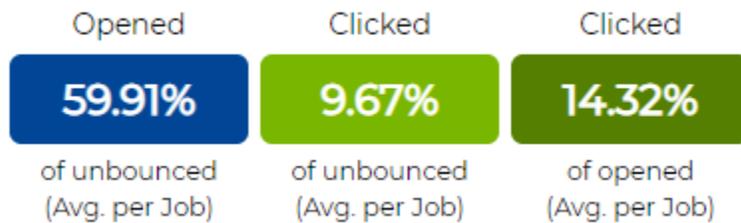
Activities of this committee would include (but are not necessarily limited to):

- Editorial Review of and recommendations re: responsibilities of the PSA website including lead on editorial responsibilities
- Support electronic Email communiqués to members and to Professional/Managerial employees by advising on and maintaining a platform which includes robust analytics
- Develop and implement communication strategies
- Develop and implement a communications plan
- Create communication and marketing resources to support general awareness of the PSA
- Support marketing and communication needs of other PSA committees

### 2. Transition email communications to Maestro platform

The committee facilitated the transition to Maestro as the PSA email platform. This gives us access to analytics and flexibility we can start to build a library of communications templates. We started using Maestro in February to launch our "[Feel the Love](#)" Bells and Whistles voucher campaign. That email had an open rate of 77% - well above industry standards where 30% is considered a success.

Since we started using Maestro our average open rates\* and clicks are:



- Our most opened email was a reminder about the U of G [GREAT](#) program.
- Our most clicked email was the launch of the “Feel the Love” Bells and Whistles campaign.

\*Open rates do NOT include those that are set not to download images, so open rates may be slightly higher than reported.

*Next steps 2021-22: We will continue to monitor analytics and support creative and informative communications through Maestro.*

### 3. Support transition to SharePoint

Our administrative files have been moved from the CFS system to SharePoint and as a committee we have started to use the Teams environment.

We have also started to explore migrating the PSA website to a SharePoint platform.

*Next steps 2021-22: Implement migrating PSA website to a SharePoint platform*

### 4. Support marketing and communications needs for the PSA

Throughout the year we developed and supported initiatives to communicate with and support our members.

- Holiday message from the chair
- Holiday “December Magic” [Kudo board/photo contest](#) – 65 entries, 3 random draw prizes of \$100 Guelph boxes
- Communications for Bells & Whistles vouchers
- Slight update of the PSA welcome brochure
- Supported launch of P&M Staff. “[Who We Are. What We Do.](#)” Kudoboard for the AGM.

*Next steps 2021-22: Continue to support the marketing and communications needs of the PSA; develop and implement communications strategies and*

*finalize a communications plan.*