

Member Engagement Committee (ME) ****NEW**** Report 2020/2021

Committee

Leigh West, Liana Rowlands, Sarah Bruce ex-officio

Area Reps

Jessica Martin (North), Scott Jamieson (Central), Mary Fowler (Research Stations), Alicja Zachertowska (West & Sciences), TBD (Ridgetown)

PSA Membership Statistics

As of May 31, 2021:

- 1089 P&M Staff
- 582 current PSA members
- 107 new members this year, includes 27/34 Exempt Group employees
- 66% of RFT P&M are PSA members
- largest UoG employee group (based on all P&M)

Committee Mandate

The newly formed Member Engagement Committee's objective is to help build a stronger sense of community within the PSA that members are proud to be a part of by developing, facilitating, and/or implementing outreach initiatives and programs that enhance the overall membership experience and foster member engagement.

Specific activities of the Committee are to:

- Consider and implement initiatives to foster PSA member engagement
- Consider and implement initiatives to build PSA membership
- Support Area Reps and the AR program
- Explore and recommend new potential member benefits
- Provide social events/activities for members
- Conduct member needs and satisfaction surveys
- Collaborate with other Committees to address membership needs

Major activities of 2020/2021:

- Developed several member benefit initiatives with Bells & Whistles and their member benefit platform the largest being the **"Feel the Love" \$50 Voucher** program which was a campaign initiated in recognition that we are all missing the on campus engagement opportunities the PSA would have provided our members if it weren't for the in person restrictions. ****55 of our members chose to Spread the Love by selecting the Food Bank to receive the \$50****

- Initiated a SharePoint Hub Working Group to develop a new PSA intranet to improve committee collaboration and enhance member engagement – the intent is that eventually the dedicated PSA intranet will replace the PSA Website. This will be a major focus of the Committee in the 2021/2022 year.
- Investigated and identified opportunities for member supports and collaborated on a survey to be distributed at the AGM which is intended to assess member interest for dedicated 60-90 minute workshop(s)/support sessions with Kathy Somers from the Stress Management and High-Performance Clinic (www.selfregulationskills.ca). We wanted to take into account the high level of “Virtual Meeting Fatigue” and do a member pulse check before we proceed with facilitating any online offerings. If there is significant interest from the membership, we will develop a schedule of workshops throughout 2021/2022 in accordance with the member feedback.

Get Involved with the Member Engagement Committee Today!

Contact: Email psa@uoguelph.ca to learn more!