

2021-2022 TACRAO Communications Committee Report

Committee Members:

- Bobby Lothringer, Chair, SMU
- Betsy Gooding, Northeast Texas Community College
- Julie Palmer, Lamar Institute of Technology
- Truman Glenn, University of Texas at Austin
- Julian Olivas, Texas Tech University
- Melissa Chapa, Texas A&M University – Corpus Christi

Newsletter:

- Four newsletters were published during the 2021-2022 year
- The newsletter was redesigned and reformatted
 - Seasonal and “Texas” themes were applied for aesthetics
 - More “feature” articles were included in addition to the normal TEC article submissions
 - Highlighted TACRAO participation in the regional and national organizations
- The Spring newsletter’s publishing was significantly delayed at the fault of the editor, but the Summer and Fall newsletters were published closer to the target dates
- Regional news and updates were not as plentiful as in past years.
 - The Communications Chair did not do an adequate job of involving the rest of the committee in the solicitation of regional news or in the production and publication of the newsletter
 - Efforts to help increase regional participation will be the focus of the committee members this next year

Social Media:

- Social media efforts were lacking in 2021-2022
- The previous TACRAO Twitter account had been disabled and efforts to reactivate it were unsuccessful.
- A new TACRAO Twitter account was created in early fall:
 - TACRAO – Texas: @TacrAoT
- Facebook remained active, but not monitored as closely as it should have been for messages, inquiries, etc.
- Instagram account is still active, but in 2021-22 only used recently to promote upcoming conference

Miscellaneous

- TACRAO VP for Technology created a Communications folder in Sharepoint for use by the committee chair
- TACRAO VP for Technology created new email account for Communications Committee chair to be used for social media accounts going forward to help prevent loss of access when chair turns over like what happened with the previous Twitter account

Challenges/Issues Identified

- As mentioned in the “Newsletter” section above, the full committee was not utilized as it should have been for the collection and publication of regional news and updates

- There was no collaboration between the Communications Committee and the 2022 LAC Publicity Committee
- There was little to no coordination or plan by the Communications Committee for 2021 conference photographs – thankfully we were able to utilize the photos provided by FLASH, however this did not include the new TEC photos from the Wednesday breakfast
- Chronicling the Summer Meeting was an afterthought, and as a result, we had very few pictures and a limited article about it

Recommendations and Initiatives for Improvement in 2022-2023:

- Make a more concerted effort to better utilize the entire committee
- Will promote the regional news/updates in the December newsletter and have a feature article of the regional committee members to help encourage more submissions from member institutions
- Will develop a Social Media plan and utilize the committee members for monitoring and updating
 - One idea will be to have a lead and a backup from the committee for each social media platform
- Will provide timely reminders to contributors well in advance of the article deadlines
- Will reach out to 2023 LAC Publicity Chair/Committee to develop coordination in the promotion of the conference and the use of our Social Media platforms
- Will have more structured and strategic plans to photographically chronicle the TACRAO annual meeting, TACRAO summer meeting, and the TACRAO member participation in SACRAO and AACRAO

Respectfully submitted on behalf of the 2021-2022 Communications Committee,



Bobby Lothringer, Chair