2022-2023 TACRAO Communications Committee Report

Committee Members:
- Bobby Lothringer, Chair, Southern Methodist University
- Georgina Antillon, The University of Texas at El Paso
- Melissa Chapa, Texas A&M University – Corpus Christi
- Mickey Diez, Stephen F. Austin University
- Anam Iqbal, Southern Methodist University
- Eric Poch, The University of Texas at Austin

Newsletter:
- Four newsletters were published during the 2022-2023 year
- The newsletter continued to incorporate the elements introduced last year:
  - 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
- Font size for articles was increased starting with the Fall 2023 newsletter to make it easier to read
- There was significant improvement and expansion in the Regional News/Updates section, with committee members taking an active role in encouraging their regions to submit updates.

Social Media:
- Social media efforts greatly improved in 2022-23 over the previous year.
- Anam Iqbal started regular features on the TACRAO Facebook page highlighting multiple members of the organization in a variety of ways.
  - Features highlighting Exec members
  - TACRAO Tuesday highlighting members of the organization from both Admissions and Registrar areas who are not as well-known or may be brand new to the profession.
  - Anam's efforts have greatly increased the traffic to, and interaction with, the TACRAO Facebook page.
    - It should also be noted that the LAC co-chairs have also been regular contributors to Facebook and Instagram, and thus also deserve much credit for increasing the traffic to the TACRAO social media platforms

Challenges/Issues Identified
- Coordinating TACRAO group gatherings and pictures at SACRAO and AACRAO
- Certain regions are still not contributing much, if any, to the Regional News section, in spite of the efforts of their regional editors to submit updates
- Length of articles may be counterproductive:
  - A lot of text may turn readers off from reading the entire article, resulting in important information that you wish to convey being missed.
  - Repetitiveness of information across articles – this can also result in readers choosing to skip over an article.

Recommendations and Initiatives for Improvement in 2023-2024:
- Need to highlight and promote in both the newsletter and the social media platforms the TACRAO members who are serving in leadership positions in AACRAO and SACRAO

- Increase efforts to encourage institutions to send in their updates to their respective regional editor
- Consider taking important information out of an article and turning it into a small ad or feature story:
  - Examples:
    - Create an advertisement or mini-feature to encourage "I'm Available" form submissions as well as presentation submissions
    - Do a feature or mini-feature story on upcoming election/nominees as well as a mini-feature story on election results (similar to how we treat Fun Run Results, Presidents Award, Battle of the Regions, etc. in the December Conference Recap edition)
- Have TEC members coordinate the topics they wish to discuss in their respective article to reduce repetitiveness of information
  - This could have the added benefit of the article being an easier task to write knowing you have a certain set of topics to address.
  - Adjust article submission timelines to allow for a comprehensive review of content and make recommendations for edits to reduce unnecessary repetitiveness
  - Consider having set topics for each TEC position to report on respective to the time of the year of the newsletter

Respectfully submitted on behalf of the 2022-2023 Communications Committee,

Bobby Lothringer, Chair