

## 2023-2024 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 2023-2024 year
- Starting with the Spring 2024 edition, the newsletter was redesigned into more of a magazine-style layout to entice readership
  - More “feature” articles were included in addition to the normal TEC article submissions
  - New for Fall 2024, we included a High School Relations Article as well as a TEC and N&E Elections results page
  - When possible, tried to tie a personal theme to a TEC’s member’s article, or tried to theme it to the article’s content
  - Highlighted TACRAO participation in the regional and national organizations
- Font size for articles was increased again where possible for both aesthetics and to help make it easier to read.
- The new theme did not translate well to PDF when viewed in either Chrome or Safari, causing distortion with many of the design elements
  - **Recommendation:** If this theme is continued, VP for Technology should put a note on the newsletter page of the TACRAO website that it is best viewed in Edge or Firefox

### Social Media:

- Social media efforts took a major step backwards this year compared to the previous year. I take responsibility for that and should have acted sooner to intercede.
- I believe there may have been a misunderstanding by the Communications committee member who spearheaded the social media efforts last year. She was on the Local Arrangements Committee for 2023 and thought she was serving in her capacity as an LAC member in her social media campaign last year, not in her capacity as a Communications committee member. Thus, she did not think to continue the social media efforts this year because she wasn’t on the 2024 LAC.

**Recommendation:** Establish clear direction on who will lead social media efforts....Communications Committee or LAC. In years past, the LAC had a communications subcommittee chair whose job was to promote the conference and to work with Communications committee on any joint efforts. TEC should establish clear responsibilities for the two groups respectively if they don’t already exist in the Procedures Manual.

### Challenges/Issues Identified

- Certain regions are still not contributing much, if any, to the Regional News section. I finally just decided to Facebook stalk TACRAO members and take the liberty of sharing their professional achievements in the newsletter that they posted to Facebook (I only did this for those members I knew personally).

- Social Media (see above). We didn't do a very good job trying to collaborate with the LAC or TEC to promote the conference and organization via the various social media platforms.
- Newsletter formatting was distorted in the conversion to PDF when viewed through Chrome or Safari. The formatting was not distorted in Edge or Firefox.
- It has been challenging to gauge the overall interest regarding the newsletter. Revisiting comments made during the 2023 committee report to TEC in Denton, where the value of the newsletter in its current format was questioned, it made it difficult to determine if the newsletter still aligns with the TEC's interests. I truly enjoyed creating the newsletter and believe it has value, but TEC may wish to explore a different format or approach that better meets the needs and preferences of the committee.

**Recommendations for Improvement in 2024-2025:**

- *If the TEC decides to keep the newsletter in its current format\**, consider establishing a co-chair to the committee whose responsibilities would be solely social media. It's too much to ask one person to produce the newsletter and stay on top of social media.
- Need to establish clear areas of responsibility in regards to social media promotions of the conference and task the Communications Committee to work with the LAC to collaborate on social media efforts.
- Continue 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
- Previous recommendation from last year: Increase efforts to encourage institutions to send in their updates to their respective regional editor
- *If the TEC does decide to continue with the newsletter in its current format\**, these recommendations from last year still apply:
  - a. Consider taking important information out of an article and turning it into a small ad or feature story. For example, create an advertisement or mini-feature to encourage "I'm Available" form submissions as well as presentation submissions
  - b. Continue to have TEC members coordinate the topics they wish to discuss in their respective article to reduce repetitiveness of information
- *If the TEC does decide to continue with the newsletter in its current format\**, have the VP for Technology place a note on the TACRAO newsletter page that it is best viewed through Edge or Firefox.

*\*These recommendations may not be necessary if TEC decides to go in a different direction with the newsletter.*

I have very much enjoyed producing the newsletter these past three years and I will miss doing it.

Respectfully submitted on behalf of the 2023-2024 Communications Committee,



Bobby Lothringer, Chair