



OUTREACH COMMITTEE

Workgroup Report FY 16-17

WORKGROUP MEMBERS

Pricilla Cordova

Minh Hoang

Karen Kinser

Lina Layiktez

Matthew Moore

Jessica Potts

Darolyn Striley

UCDAVIS
STAFF ASSEMBLY



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EXECUTIVE SUMMARY

In December 2016, the Staff Assembly Executive Committee established the Outreach/Engagement Sub Committee. This subcommittee, convened at the beginning of January 2017, was charged with reviewing the current modes of outreach while also recommending improvements to our existing programs and identifying opportunities for new programs. Given the short turnaround time, committee members focused on the following areas:

- Pin Partner Program
- Staff Giving
- Website Outreach
- Staff Assembly Swag

Staff Assembly's mission is to promote the welfare, interests, and diversity of the staff, the campus and the University of California. As one of five recognized campus constituent organizations on campus, we meet regularly with UC Davis administration on issues of importance to UC Davis staff.

Every UC Davis staff person is a member of Staff Assembly. Staff Assembly offers volunteer, leadership, and networking opportunities to help members develop skills and stay connected to issues affecting the broader campus. As Staff Assembly has grown over the years, the Executive Committee has recognized the need to improve outreach and engagement programs for our staff.

A few highlighted recommendations include:

- Form a standing outreach committee
- Reinvigorate the Pin Partner Program
- Establish a giving program for Staff Assembly
- Revamp Staff Assembly 'about us' postcard (in print)

PIN PARTNER PROGRAM

The Pin Partner Program is a service to the UC Davis community. The University provides the opportunity for companies to register for the Pin Partner Program in order to publicize available discounts to staff pin holders. Any business providing a 10% or greater discount is qualified to register as a pin partner. Discounts must be available for staff pin holders only and not available to the UC community as a whole.

Pros of the current program:

- Discounts to staff pin holders
- Engagement with local businesses
- Raises awareness of Staff Assembly

Cons of the current program:

- Limited number of off campus pin partners
- Changes to the campus catering vendor may reduce existing discounts
- Staff forget to carry their pin

Suggested Outreach and Marketing plan

OBJECTIVE	METRICS	HOW MEASURED	TACTICS
Increase number of pins sold	<ul style="list-style-type: none">• Number of pins sold.	<ul style="list-style-type: none">• Track number of pins sold at all sales outlets.	<ul style="list-style-type: none">• Frequently and methodically, check on supply of sale outlets.
Increase views of pin partners on website	<ul style="list-style-type: none">• Number of views to pin partner listings.	<ul style="list-style-type: none">• Number of clicks to web listings of each pin partner.	<ul style="list-style-type: none">• Advertise using social media outlets as well as the Staff Voice.
Increase number of pin partners	<ul style="list-style-type: none">• Number of pin partners.	<ul style="list-style-type: none">• Track number of pin partners added annually.	<ul style="list-style-type: none">• Establish a pin partner campaign.

STAFF GIVING PROGRAM

With a new fundraising campaign taking shape on campus, Staff Assembly is primed to establish a staff-giving program. Currently, Staff Assembly raises funding for scholarships and other staff events through the Thank Goodness for Staff picnic tabling opportunities. In reviewing other Staff Assembly groups across the UC system, we found an ideal giving program.

Society '54 is a staff-giving program established at UC Riverside. The program is designed to get as many staff members as possible to donate \$54.00 each year. This funding goes directly to Staff Assembly in support of staff activities. More information about this program can be found [here](#).

Pros for establishing a staff-giving program:

- Provides a direct way for staff to give back to fellow staff
- Establishes an outreach and engagement opportunity for staff alumni
- Helps Staff Assembly fund a wider variety of programs for staff
- Ability to establish a payroll deduction option for donors

Suggested Outreach and Marketing plan

OBJECTIVE	METRICS	HOW MEASURED	TACTICS
Establish a giving program	<ul style="list-style-type: none">• Approved plan	<ul style="list-style-type: none">• Number of donations received	<ul style="list-style-type: none">• Frequently publicize
Develop a marketing campaign around the program	<ul style="list-style-type: none">• Number of staff signing up to donate	<ul style="list-style-type: none">• Amount of funds donated	<ul style="list-style-type: none">• Marketing campaign for staff only

WEBSITE OUTREACH

Staff Assembly's primary avenue for communication is our webpage - staff.ucdavis.edu. With regular turnover of staff and volunteer positions, the webpage has been passed down through several staff over the last 5-6 years. The site is found to be "click" intensive and requires visitors to drill down multiple pages to find information.

Pros of the current website:

- Staff are familiar with the page
- Staff come to the page for information regarding TGFS
- Aggie feed events are regularly updated
- The Staff Voice is archived and updated regularly

Some suggested improvements:

- Homepage
 - Image says "Get involved today" but it doesn't tell the user how to get involved
 - The second row of content is essentially a repeat of the top menu items, appearing redundant.
 - AggieFeed is not a valuable outreach tool. For example, as-is, you have to click "Read more" to see the deadline for Staff Awards applications. The AggieFeed widget can be used as a calendar of upcoming events and deadlines but should not be our primary or secondary tool for outreach.
 - Take pieces of current issue of Staff Voice and place on the homepage in a section called "Latest News"
 - Include a "Message from the Chair" that gives a flavor of what the incoming chair has in store for the assembly in the upcoming year. This could include new events, new committees, goals, etc.
 - Photo gallery with rotating photos from SA sponsored events, scholarship and Citations of Excellence recipients, etc.

- Create a section called “important dates” to highlight upcoming deadlines, event dates, etc. (ex. TGFS, application deadlines...)
- Staff Awards
 - Put archives on main landing page
 - Place scholarship program on its own tab
 - Place Citations of Excellence on its own tab
 - NOTE: Splitting scholarship and citations into separate tabs will make it clearer that there are two different programs for which staff may apply.
- Initiatives
 - Consider creating and “initiatives” tab that would consolidate the “committee” information in the current “about” tab.
 - Consider whether past reports are important enough to be available upon first click or whether they should be placed in an “archive” tab.
 - Add “Staff Chancellor Poll Word Cloud” to archives or consider removing
- Pin Program
 - Consolidate information onto one page
- Staff Voice
 - Clicking on main menu tab should take reader to the current issue. Publishing standards can be a sub-menu item.
- Add “Events” Tab to replace “TGFS”
 - Board Meetings?
 - Breakfast with the Chancellor
 - Bake Off
 - Brewing Competition
 - Lunch & Learn
 - TGFS
- Resources
 - Resource links should have a brief description of what you're clicking to (i.e. <http://chemistry.ucdavis.edu/homepage/diversity.html>)

- About
 - Move initiatives here
 - Executive Committee contact information should be immediately viewable, not through a click
 - Current bylaws should be viewable on the current screen, not as a pdf (but allow for someone to download pdf if they want)
 - Move link to CUCSA under Resources
 - Add "Get Involved" tab

STAFF ASSEMBLY SWAG

As one of five recognized constituents groups on campus, it is important that Staff Assembly continue to have a visual presence on campus. This can include wearables, banners, signage, and other types of swag. With the exception of Staff Assembly shirts provided to the Executive Committee, we do not provide the opportunity to receive or purchase Staff Assembly gear/swag.

Pros to a Staff Assembly swag program:

- Increased visibility for the group
- Increased sense of community for staff
- Possible fundraising opportunity

Cons to a Staff Assembly swag program:

- Additional cost to Staff Assembly

CONCLUSION

The Staff Assembly Outreach/Engagement Sub Committee sees tremendous opportunity in growing membership and staff engagement. Moving forward, the committee recommends:

- Rename the Membership Chair to Outreach Chair
- Form a standing Outreach Committee led by the Outreach Chair
- Develop a marketing plan to increase the number of external Pin Partners (suggestions above)
- Seek approval for a staff giving program (suggestions above)
- Develop an Outreach Corner in the Staff Voice.
- Develop a social media plan.

During our committee meetings, we found that a lot of our brainstorming fell somewhere between outreach and events. With this in mind, we suggest a strong working relationship be formed between the Outreach Chair and the Events Chair. Events that could support outreach and engagement include:

- Food truck festival
- Staff Assembly on the Quad, tabling on the quad

Although our work has just scratched the surface, it is our hope this report provides a solid base for the future outreach committee to develop further. It is our belief that expanding the programs outlined in this report will:

- Increase the visibility of Staff Assembly
- Draw staff in to learn more about what Staff Assembly does
- Increase participation in monthly meetings, committees, and other Staff Assembly events