

## **Sigma Tau Delta – Communication Committee – Meeting Minutes**

**Meeting Location/Time: Denver, CO - September 16, 10:30 am -11:50 am**

### **Communication Committee Membership**

Carrie Fitzpatrick and Kassia Krone (Co-Chairs), Kaine Ezell, Carie King, Baylee Harding, Julie Harvey, Katie McQuay, Katie Mudd, Namon Kent

### **Agenda Items for Discussion**

Please review and/or research the following items:

- Read through the Communications Committee charges, strategic plan objective, and foci for 2022-2023 (the items are pasted at the bottom of this email).
- Research the use of pillar and landing pages for fundraising, marketing, and recruitment efforts.
- We will also get an update on the usability testing, and hopefully, establish a timeline for when we will be able to receive and analyze the data.

### **Communications Committee Topics & Minutes - Sept. 16, 2022**

- Useability Study: The useability study of the Sigma Tau Delta website to be conducted by a faculty member and his students at Texas Tech University will take place this fall, so a review of the findings will likely take place in the spring.
- Pillar Pages: The committee began to review the societal website's current pages looking at areas for potential consolidation due to redundancies, and they researched and discussed potential new pillar pages as part of the future societal website redesign. Pillar pages are content-laden pages that focus on specific issues or topics meant to draw people to the website. The three potential pillar pages under discussion focused on English Major's Career Advice & Professional Development Opportunities (such as micro-credentials); Fundraising Suggestions for Chapters (since much of the current content is buried in the past convention pages); and Student Leadership Guidance for both the chapter and national level. The committee also talked about the integration of more educational videos with transcriptions to add interest and accessibility. The committee's suggested changes will be offered up only after the committee has received data from the usability study and can compare some of the committee's initial observations with the external study's information. A suggestion also was made about creating a temporary pillar page dedicated to the centennial, which can be considered further by the centennial task force.
- Discord App: At the request of the Regent's committee, the Communication committee discussed the benefits and drawbacks of adopting the Discord app for alumni chat. The recommendation was made that if new applications are adopted by the society, additional research would need to be conducted about its use by alumni and other constituents; furthermore, the app's oversight by the Central Office would have to be considered (especially since a similar attempt in the use of separate application for alumni about 8yrs ago known as EnglishMatters failed within its first year of implementation). The Director of Social Media Strategies agreed to continue to have conversations with alumni and investigate options for online communication.
- Film Review/Analysis Submissions for Journals: Lastly, the Director of Society Publications shared that she received a few submissions that do not fall into the current

categories for the societal journal. Specifically, she received film review and film analyses. The communication committee agreed to review the existing categories and offer up a recommendation for the spring Board meeting on potential revised categories and judging rubrics.

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## **Sigma Tau Delta**

### **Communication Committee Charges – 2022-2023**

1. To review and evaluate policies and procedures pertaining to all electronic publications and to materials printed by or for the organization.
2. To review policies and procedures pertaining to The Sigma Tau Delta *Rectangle* and *Review* and writing awards.
3. To oversee the website and to explore options for coordinating online communication.
4. To determine and implement best practices with regard to diversity, equity, and inclusion.

### **Strategic Planning (SP) Objective:**

5 (c) *Encourage chapters to increase the society's visibility in their local areas* [co-charge with Regents Committee] Note: The strategic plan is available [here](#).

### **Foci for 2022-2023**

#### *Through Fall 2022*

- Review the usability testing of the Sigma Tau Delta and NEHS websites, with input from the pertinent CO staff, and to oversee the hiring of a contractor to redesign the websites.
- In collaboration with the Regents, Strategic Planning, and other Committees, research the use of pillar and landing pages for fundraising, marketing, and recruitment efforts.
- By December deadline, evaluate Outstanding Literary Journal Award applications and make determinations about awards, including a possible separate award for online journals.
- Look at current and future SP objectives pertinent to this committee; brainstorm some possible solutions and measures for those objectives.

#### *Spring through summer of 2023*

- Consult with Central Office (CO) about journal display at Convention.
- Using the usual award/scholarship timeline, accept applications for and recommend winners of the annual awards.
- Coordinate with the Editor of Publications in the selection process for interns and readers.
- By Spring Board Meeting, review and offer suggestions for the societal website area dedicated to Advisors.