

Communications Committee Agenda, Spring 2019

1. Changes and updates on journal publication and process.
 - a. Internship change, as it was just too problematic to have interns working on the design aspect when they weren't really qualified to do that. The new format also aligns better with the semester year and allows recent grads to participate. More applications for the internship as well.
2. Updates on the shift to the blog format for student leadership.
 - a. This was a successful move, and people are able to stay up-to-date a bit more with this format, as they are connected more regularly. Also moved over to a new platform that will allow analytics to be measured in terms of how many people are opening the files, etc. It will be a few years before we can make any determinations about that, as we are starting at ground level for those analytics.
3. Social Media: How are we doing there and what can we do more in that area?
 - a. Going quite well, and we are getting a lot of information shared. Facebook is perhaps best utilized for information sharing rather than engagement or interaction. Student leaders suggested using Slack and piloting a student leadership Slack Channel to see if that increases engagement.
4. Outstanding Literary Journal judging process/experience: challenges and successes: committee recommends that the board consider creating a new literary arts journal category for electronic journals and a new rubric for that journal that would be somewhat different than the printed journal, as they are different artistic forms.
5. Taskforce on Advocacy update
 - a. Promotional video for NEHS students to promote what the English major can do and do for you. Getting some snapchat videos here at the Convention.
 - b. Book club idea for the advisers from NEHC adviser and what they are teaching and then provide a platform for students to talk to each other who are reading similar books.
 - c. Q&A session with NEHS students (graphic novels, what to do with an English degree, and various other sessions of interest), and then record those sessions to be shared and re-posted.
 - i. Zoom and Slack are the platforms chosen for the questions and answers segment.