

MAUT Annual Report 2015
VP Communications and the Communications Committee

This was an interesting year for the Communications Committee and for the new VP Communications. The committee was initially brought together in May 2014, early in the new MAUT year, to consider the important issues and opportunities. First of all, it's important to acknowledge the great input and support of the members of the Communications Committee that includes Genevieve Gore, Andrea Miller-Nesbitt, Jane Aitkens and Terry Hebert. In particular, it is important to note that Genevieve, Andrea and Jane are all members of the MAUT Librarians section and thanks to their familiarity and expertise with web based materials they serve as the editors of both the MAUT website and the MAUT Newsletter, that will be discussed further below.

When the year began there were a number of issues to resolve that included the MAUT website, the MAUT Newsletter and the putative MAUT Forum.

Webpage: The first clear focus has been on the MAUT website, which was updated several years ago in terms of presentation, but not much with regards to content. This year efforts have been made to address some of these issues by the VP Internal Alenoush Saroyan who is reviewing all the MAUT Standing Committees and Joseph Varga, MAUT Counsel, who is reviewing the constitution. In addition, we have a section on the homepage devoted to announcements and we now post all council minutes. You might also note that there's a separate page for News and Reports, a section on current issues, a separate page on the inclusion of separate sections of the webpage devoted to MAUT Librarians and another to MAUT Retirees.

Newsletter: As a totally new initiative we undertook the creation of an electronic MAUT Newsletter that would provide regular updates to MAUT members about events, issues and general information. The work of creating the Newsletter was carried out by Jennifer Day, with the input of the Communications Committee. Fortunately, Jennifer was able to work on getting access to the server and setting up the Newsletter template over the summer months. In this way, the Editors (Genevieve, Andrea and Jane) were able to get the necessary training to be able to create the four editions that have appeared since the fall launch. So far the evolution has been a work in progress and we are getting great collaboration from colleagues providing the important content. MAUT Council accepted a motion that the electronic Newsletter would become the official Newsletter of MAUT. The basic concept is that the Newsletter would provide headlines and short introductions with links to more complete stories and reports on the MAUT website or other websites.

In addition, a protocol for publishing the Newsletter that was passed by Council:

**Proposed Procedure for MAUT Newsletters
McGill Association of University Teachers**

1. There should be at least four MAUT Newsletters per academic year; two in the Fall and two in the Spring terms, with the flexibility to increase the number based upon need.
2. The first edition each semester is normally sent out to MAUT members on the listserv as well as to non-MAUT University faculty and librarians. Subsequent editions each semester are distributed only to MAUT members on the listserv.
3. The Communications Committee Chair (VP Communications) sends out a call for content to the MAUT Executive and Council at least twenty days before the scheduled

date that the MAUT Newsletter is to be sent out. However, other MAUT members may submit items that they deem important.

4. Content should be directly relevant to MAUT members and must include: title, summary paragraph (around 100 words), link to any external pages/documents/website.
5. Deadline to submit content is ten days before the MAUT Newsletter is scheduled to be sent out (anything that does not make this deadline can wait until the next MAUT Newsletter; if it is time sensitive, it can go out on the listserv).
6. Content is sent to the MAUT Administrative Officer to compile, who then sends it to the VP Communications immediately after the submission deadline. The VP Communications prioritizes and approves the content. Disputes about inclusion of content will be adjudicated by the Executive.
7. Once finalized, the MAUT Administrative Officer sends it to the VP Communications and the editorial team who put the Newsletter together.
8. A draft of the MAUT Newsletter is sent out to the MAUT Communications Committee and the MAUT Executive at least three days before the publication date.
9. The MAUT Executive and Communications Committee members proofread and submit changes within two days of receipt. The VP Communications and editorial team then generate the final version.
10. The VP Communications approves the final version. In the absence of the VP Communications, the President approves the final version.
11. The final version of the MAUT Newsletter is then sent to the MAUT Administrative Officer (with the VP Communications copied) to be sent out without delay.

MAUT Forum: There was considerable deliberation about various formats for conducting a discussion forum for MAUT. Over the course of the summer months Audrey Moores, Lorrie Kloda, Gen Gore and others experimented with a few formats for a forum. Finally, it was decided that there was no simple forum that existed that seemed to satisfy our desire for an easily manageable non-imposing vehicle. Moreover, it seemed that there was a lack of great enthusiasm to invest a large amount of energy at the present time in creating a vehicle that would have to be managed. The MAUT Communications Committee deliberated about sending out a survey to get input about such a forum, but finally decided it would be best to invest our energies in updating the website and creating the Newsletter. This is a topic that can be reviewed in the coming year.