Communications Committee Update – November 2020

The Communications Committee met via Zoom to consider how to highlight SC committee activities and accomplishments. We will review Committee monthly reports to determine whether we can provide highlights in the SC newsletter. We contacted the Awards Committee and hope to publish a story in the newsletter regarding award nominees and point to IowaNow story on the winners. We also plan to publish interviews of councilors in the coming months. We discussed the metrics produced around the newsletter and the website. We hope to increase the open rates on our stories by making the latter interesting and relevant; we hope to increase traffic on the SC website by embedding links to the appropriate spots in the newsletter stories. As always, we’re interested in your input and your stories. If you have a story to tell UI staff, please contact Marla or Ted. If you have comments, questions, or suggestions, please let a committee member know; contact Damien Blair, Zach Girazian, Jackie Kleppe, Ted Potter, Jessica Richardson, or Linda Weir Jacobi, as well as Marla Rosenblum.