

## **Communications & Marketing Committee Report for 2022-2023**

ARCS National Board Meeting June 2023 -- Submitted by/ VP Aletha Anderson

Communications and Marketing for ARCS national is continual throughout the year, and is dependent on input and support from the national board, all chapters, and ASG. Our primary goal is to increase awareness of ARCS and the value of our mission to support future STEM researchers. We provide consistent and continual ARCS content via various platforms.



### **National Newsletter**

ARCS Achievements focuses each month on members, current scholars, scholar alums and partner universities. There is no shortage of news with our network of members, current scholars and scholar alums who demonstrate their science training and innovation in a variety of fields. The newsletter highlights upcoming events and campaigns to encourage participation.

We evaluate our distribution lists a few times a year.

We seek to spotlight all chapters and welcome article ideas and feedback.

### **Social Media**

ARCS presence and messaging on social media remains consistent, 3x each week, thanks to the work of the ASG team in collaboration with Communications members. We share ARCS news via Twitter, Facebook, Instagram and LinkedIn.

Twitter and LinkedIn continue to have the most users.

Special campaigns during the year are promoted on social media, such as Giving Tuesday, Invite to Ignite, Chapter Challenge, and this year the AMC in Atlanta.

Please like, comment on, and share posts.



### **Press Releases**

It was a pleasure this year to share the news of significant new support from Danaher and the Silver family foundation. We also announced the new Hall of Fame inductee, Dr. Heide Hammel.

### **Website Refresh Project**

This group has been reviewing and slowly updating the national website. We added a menu tab for Members, new landing page photos, deleted old content and added some new content. The goal is to keep content accurate, photos updated and pages visually appealing. The project continues, with thanks to the task force members, the IS committee and ASG.



### **Annual Report**

This annual compilation of ARCS leadership and accomplishments is gathered and edited by Communications members, with ASG. Each member receives a copy and chapters can use the report for recruiting members and donors. This is a valuable messaging tool from national and we invite your feedback and suggestions.

### **Resources**

Uniform standards boost the recognition of ARCS. Chapter members are encouraged to log in to the National Library, National Handbooks and Manuals, to reference the Social Media Handbook and Style Guide.

Let us know how else Communications can support chapters.