

# MSCF Minute



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## On Communications

by Matt Ryg, MSCF Field Staff

In August, the need for a MSCF communications plan was identified. In September, a group of staff and elected Officers convened the first ad-hoc communications committee. This issue of the *MSCF Minute* will summarize the draft Communications Plan the committee produced, as well as articulate the thinking that drove its creation.

Seeking to increase the efficacy of MSCF communications overall, the ad-hoc committee tasked itself with defining the overarching goal of communication: **to inform, engage, and recruit members.**

First, we organized a survey that told us how well (or not) we are communicating with members. 506 faculty members responded to the survey. As you can imagine, feedback ranged far and wide. Faculty expressed a continued

love for the *Green Sheet*. It is also clear that members rely primarily upon Chapter Presidents to disseminate important information. And, to our surprise, members still regularly utilize the MSCF bulletin board, which is a guaranteed contractual right. Members expressed interest in an overall reduction of email communication. Once a final plan is in place, we hope to have a yearly calendar of activities, which will allow Officers and staff better foresight in scheduling communications. This should be a welcome change for faculty.

Second, we inventoried the range of methods MSCF uses to communicate. We identified the purpose of each mode of communication, assigned point-persons to each, and decided on frequency. With a scheduled and flexible calendar of communication activities, we sincerely hope to reduce

excessive emails, avoid redundancy and unnecessary repetition, and to better coordinate MSCF communications, Board and Committee work, action alerts, and more.

Toward these ends, the ad-hoc Website Committee has also met and agreed to launch a new and more user-friendly website. Click the “New Website” icon on the lower-right, or visit the link provided below.

You should also sign-up and follow MSCF on Facebook. Since MSCF joined Facebook last summer, we have had a bunch of positive feedback from members who love to see what faculty, staff, and elected Officers are up to across the state. And, for those of you who Tweet, please consider following MSCF on Twitter. Click the icon on the middle right, or follow us [@MSCFMN](https://twitter.com/MSCFMN).

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**CONTRACT RATIFICATION  
VOTING DAY!**  
Thursday, January 28  
DO NOT FORGET TO VOTE!



## We have a new website!

Check it out at [www.mscfmn.org](http://www.mscfmn.org).

To access “Members Only” content, you’ll need to sign up for the new website. You will have access once membership is confirmed.