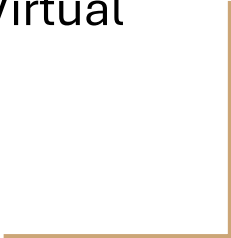




CAPS-UAW PR Committee Updates

May 18, 2024 BOD Virtual
Meeting



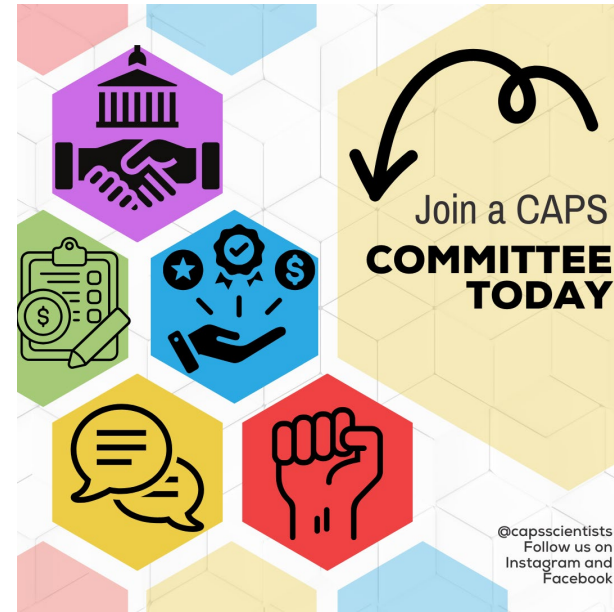
Outline

- Committee Members
- Events Since Last Board Meeting
- Upcoming Projects



Committee Members

- Carolyn Buesch (Chair)
- Tim Ryan (Co-chair)
- Esther Tracy
- Anita Carraher
- Josh Black
- James Scott
- Emily Duncan
- Nadia Compton
- We have met twice since the last board meeting (March, and April) and are working to coordinate a set meeting time and day



Events Since Last Board Meeting

- State Scientist Day was canceled and the May 9th Rally occurred in its place
 - ◆ Anita worked with Last Chance Alliance to create the social media tool kit for the May 9th Rally
 - ◆ Tim Ryan and Esther worked with the MAC/CAT to get folks to attend
- Worked with the MAC to research an Ollie Otter mascot costume to potentially purchase depending on fund availability

Events Since Last Board Meeting

- Got access to a Canva Pro Account for social media
- Established a NEW CAPS-UAW Facebook account
- Have access to Meta Business Suite for scheduling posts on our NEW Facebook and our current Instagram account
 - ◆ Still working on SOPs for social media accounts
 - ◆ Working on creating content



Upcoming Projects

- We are working on scheduling a meeting with Jon Ortiz to discuss a Media Relations Program per our current policy manual (page 15, "This committee oversees the development and implementation of the Media Relations Program.")
- The other item in the CAPS Policy Manual is the Outstanding Young Scientist Program. The committee will be discussing this year's version of the program
- We will continue to work with the MAC and MCC and other committees as events are coordinated