

2023-2024 Annual Report



Committee Name: Communications Committee

Date: 5/30/24

Committee Chair: Kristin Studabaker

Committee Members: Kristin Studabaker, Nick Hoffman, Kathy Bast, Rachel Headings, Lynn Resta, Zoe Rios, Jill Marsh, Tim Bates, Brooke Voisard, Beth Easterday, Haley Phillippi, Lexi Francis

Committee Mission: Develop and implement an outreach and communications program informing the engineering community of ACEC Ohio's mission, benefits, and importance in leading the promotion and protection of engineering in the State of Ohio as well as nationally.

Summary of 2023-2024 Committee Activities/Accomplishments:

- Continued to encourage all other ACEC committees to provide content in support of their own committee's goals for posting on social media sites and within newsletter
- Tracked social media engagement and followers – brainstormed and set up campaigns for specific events and promotions
- Successful Engineering Excellence Awards on March 14th with 24 entries and 200 attendees – new venue was very well received
- Another successful virtual Marketing Forum on May 9th for added value to membership – worked in partnership with SMPS Columbus to increase visibility and reach for the event
- Supported ACEC with DEI and PAC communications
- Assisted with review of the new ACEC Ohio website
- Researched and provided information on crisis communication management planning

Future Goals:

- Newsletter revamp
- Updates to EEA submission requirements
- Increase attendance at Marketing Forum
- Increase social media engagement