



2025-2026
Communications Committee Report
October 21, 2026

Committee Members:

Chair, Madelyne Tolliver, Victoria College
Eric Poch, The University of Texas at Austin
Mickey Diez, Steven F. Austin State University
Erin Holliday, Blinn College
Amy Kobuck, Stephen F. Austin State University
Maggie Cano, Texas A&M University-Kingsville
Georgina Antillon, The University of Texas at El Paso

Committee Activities and Accomplishments

During the 2025–2026 TACRAO year, the Communications Committee focused on improving the newsletter's format, content, and value to the membership.

Newsletter Format and Readability

- Refined the newsletter format to create a more organized, engaging, and reader-friendly publication.
- Continued developing recurring features and article titles to create a recognizable newsletter identity.

Regional Participation and Institutional News

- Encouraged regional representatives to share information about their institutions beyond personnel changes, including institutional accomplishments, new programs, and changes in academic offerings.
- Observed increased participation and information sharing from the regions following this expanded approach.
- Broadened the variety of regional news available to members through the newsletter.

Overall Outcomes

The committee believes the revised newsletter format has been a positive improvement. The publication provides a more balanced mix of regional news, institutional updates, member recognition, and TACRAO information while maintaining a manageable length.

Challenges and Opportunities

One challenge this year was balancing the newsletter's length with the amount of content we wanted to share. Although increased regional participation has been a positive development, the additional content made it difficult to include everything originally planned. In particular, I was unable to highlight the individual TACRAO standing committees as intended because of space limitations. Finding a balance between regional news, committee recognition, and other organizational updates will be an ongoing consideration. Additionally, incorporating Annual Conference information into the spring newsletter resulted in a publication that was too lengthy and did not allow the conference to receive the level of attention and promotion it needed.

Recommendations and Priorities for 2026–2027

- Continue using and refining the updated newsletter format while maintaining a manageable length.
- Encourage consistent regional submissions highlighting institutional accomplishments, new programs, and academic offerings.
- Reintroduce a dedicated **Annual Conference newsletter** rather than incorporating conference information into the spring newsletter. A separate publication would provide more space to highlight conference details, promote sessions and activities, and build excitement and engagement among members.
- Identify opportunities to highlight TACRAO's standing committees and their contributions throughout the year.

Respectfully Submitted,
Madelyne Tolliver, Chair