

MSCA *Perspective* Report

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Cathy Fahey, Editor (Salem State University)

Melissa Santos, Assistant Editor (Bridgewater State University)

The *MSCA Perspective* is the newsletter for members of the MSCA. It has existed in several iterations in the past, and is currently a PDF.

Achievements

- Published 2 issues
- Solicited pieces from members across many campuses
- Transitioned to Canva, which is a freemium web-based publishing platform. The MSCA has a free Canva Pro account, which allows for a uniform, polished look for the *Perspective*. Additionally, the Canva Pro account gives users access to a database of graphics, images, and publication tools.

Challenges

- Circulation depends on campus presidents emailing the issue to members. Due to the current fluctuating state of the MSCA website, there is no archive of past issues, or any way for members to read the *Perspective* if they miss the email.
- Soliciting contributions is time consuming, and contributors require enough lead time to write their pieces.

Goals for next year

- Increase publication frequency to 2 issues a semester (4 issues a year)
- Collaborate with MSCA leadership to highlight events happening on campuses
- Collaborate with Web Coordinator to ensure consistent branding (graphics, colors, logos) between website and *Perspective*
- Collaborate with Web Coordinator to have a place on the website for the *Perspective* and to collect readership/download statistics
- Create a submission form
- Ensure each of the 9 campuses is featured at least once in the *Perspective* each year.
- Explore ways to make the *Perspective* social media sharable