



# PROFESSIONAL ENGAGEMENT, GROWTH, AND ADVANCEMENT SPECIAL INTEREST SECTION

## ANNUAL REPORT 2021-2022

### OFFICERS

*Cas Laskowski*, Chair;

*Sabrina Davis*, Vice Chair/Chair-Elect;

## Secretary/Treasurer's Report

### *Financials*

Starting Balance as of October 1, 2021	\$9,485.50
Expenditures	\$0

### *Membership*

PEGA-SIS had 192 members as of 4/18/2022.

### **Beer and Edits Committee Chair, Dan Brackmann**

- Given overlap of activities with committees in ALL-SIS & RIPS-SIS, Beer & Edits decided to focus on its in-person scholarship matching event in Denver.
- The committee received funding from the PEGA-SIS Board for swag for the Denver gathering and ordered 50 small cork coasters with the money.
- Advertising for scholarship matching for the event is forthcoming.

### **Bylaws Committee Chair (Vacant)**

No report.

### **Outreach and Publications Committee Report from Rebecca Chapman, Board Liaison to the Committee**

- Social Media: For the period of July 1, 2021, through June 7, 2022 -
  - Facebook posts had a reach of 439 impressions (eyes on posts), and 34 individual visits to the PEGA-SIS Facebook page.

- Instagram posts had a reach of 50 impressions, there are only 46 total Followers to start with, and there were only 26 visits to the PEGA Insta profile page. There were no new followers.
- LinkedIn had 132 impressions and I added roughly 5(?) confirmed members to the group.
- Twitter is where the real action is. PEGA tweets had 4,668 impressions in that period of time. There were 490 Twitter Profile visits. There were very few retweets (under 10, if I'm recalling correctly) and even less mentions.
- PEGA-SIS Newsletter: The Fall 2021 Newsletter landing page received 82 views with individual

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- Vice Chair/Chair-Elect: Christine Park
  - Secretary/Treasurer: Ashley Arrington

**Passing of the Gavel to the new chair Sabrina Davis.**

The 2020-2021 board as installed:

*Sabrina Davis, Chair;*  
*Christine Park, Vice Chair/Chair-Elect;*  
*Ashley Arrington, Secretary/Treasurer;*  
*Rebecca Chapman, Member-at-Large;*  
*Cas Laskowski, Immediate Past Chair*

In her closing remarks of the Annual PEGA-SIS business meeting, Sabrina stated that she wants to focus on member engagement within the SIS next year, specifically looking at recruitment, retention, and recognition of members.