



2010 –2011 President’s Report

Former British Prime Minister Harold Wilson once said; “*The only human institution which rejects progress is the cemetery*”. Well, progress and change are the hallmarks of the year past and the year ahead for the Canadian Association of Communicators in Education / Association canadienne des agents de communications en éducation.

Strategic Plan

From January 2010 when the CACE Strategic Plan was first implemented to the end of August 2011, virtually all objectives relating to professional development, promotion and sustainability were met or exceeded, or are ongoing.

Related to the stratplan are a detailed communication plan and extensive annual “Strategy/Activity” grid, both developed under the leadership of Vice President Maxeen Jolin. These are aimed at promoting awareness of CACE and its services externally and internally.

The stratplan, complan and activity grid, complete with checklists, ensure the time and efforts of the Executive members and the Regional Liaisons are supporting CACE goals in a focused and timely way. Every member of the executive has responsibilities to address over the course of the year and their commitment is evident in the achievement of objectives that grow CACE and its members’ services.

Administration Changes

Some new stratplan objectives for the coming year are prompted by changes outside CACE that the executive is using as an opportunity for progress inside CACE.

Many of you know, CACE’s long-time business manager and our head office ‘host’ is Judy Hodgins of “Bottom Line Accounting Services”. Judy is scaling down her workload and leaving us by the end of this year after almost ten years of service to our organization. As a result, the Executive needs to determine where to move CACE’s head office and how to replace the needed services and support to our organization.

It is very likely that administration costs will increase as a result of the changes. However, the Executive is considering how our organization can become more efficient and stable (specifically, the head office location) through the changes, while enhancing services to members. I will keep the membership updated through upcoming newsletters.

On another administration matter, our online capabilities and services continue to grow and be refined. While there have been a few glitches experienced along the way in membership or conference registration, the services, support and simplicity offered to members through the CACE-ACACÉ.org website, our Facebook page and Twitter have come a long way. The Executive appreciates your constructive criticisms, ideas and patience as we go. Thanks also to Treasurer Donna Reimer for her work in assisting members and addressing the glitches.

Sponsorships and Partnerships

Over the last year, we have seen more interest and success in CACE sponsorships and partnerships; a significant indicator of our organization's strength and growing influence, as well as a reflection of the efforts of your Executive to be efficient and effective in managing CACE business and adding value to membership. I recognize and thank our Executive's Past President—and marketing guru—Simon Vinet for leading our sponsorship/partnership initiatives.

Chabo Communications and Design continues as our main sponsor and we have added TD Insurance. We have also partnered with Hilton Hotels as our conference hosts for 2012 through 2014. This partnership provides CACE with consistency in costs and quality (making it much easier to plan ahead), as well as considerable discounts. The arrangement also takes away one of the most challenging tasks for conference organizers every year; selecting an appropriate hotel and negotiating the rather complex contract for services.

There has been interest from other parties in sponsoring or partnering with CACE and we hope to announce further successes if the arrangements can bring value to both parties.

Looking Ahead

Part of looking ahead is reflecting on the past and past achievements. In talking with Judy Hodgins about our organization's pending changes, Judy told me something that reminded me of why I am proud to serve as a communicator in the education sector. She said she has worked with many volunteer boards and organizations over the course of her career, but none has been as active and involved in their work as what she has seen from CACE.

I think that's a statement about all of us who work in communications and in particular, in the education sector.

CACE is a vibrant and exciting organization to be a part of. As you'll see in Donna Reimer's Treasurer's Report, we are as healthy financially as we've ever been, thanks in part to a very successful Banff conference last year. This comes even as there are declining enrolments across the country and challenging budgets. In addition, our membership is at its highest in at least five years. I like to believe implementation of the CACE strategic plan has contributed to that, but it may also be an increasing awareness and recognition of the value of communication specialists.

In any event, there are exciting and rewarding times ahead for CACE-ACACÉ and I look forward to sharing them with you.



Doug Strachan
President, CACE-ACACÉ