



2011 – 2012 President's Report

It's been a year of historic change and renewal for CACE.

Your CACE Executive team is proud that over the last year, a number of significant milestones have been achieved. Accomplishments that have moved CACE forward and are unprecedented in our organization's 28-year history.

Webinar

In April, CACE held its first webinar. It was also likely the first significant professional development event or service provided for CACE members nationally, outside of the CACE annual conference and the many website resources.

The 90-minute webinar was focused on a popular topic for all communicators—social media. We were lucky to secure social media guru, author and international speaker Shane Gibson to host this event.

And it was a great success. There were 45 registrants for the webinar; more than a third of our membership at the time. However, there were certainly more watching because some locations involved multiple participants in a room with a projector and screen. The feedback indicates the webinar concept is popular and we hope to offer more in the coming year.

One final and important note about the webinar; it was provided to members absolutely free. The CACE Executive, in particular vice president Nancy Sharpe, arranged sponsorship from Nancy's board—the Peterborough, Victoria, Northumberland and Clarington Catholic District School Board—so this premium service could be made available as part of your basic membership fee.

CACE Business Manager

For the first time in its history, CACE has a staff member. As of September 1, a business manager is in place to assist with member services, manage the CACE website and social media tools, handle routine administration of financial matters and assist the CACE Executive with membership recruitment and other business.

As touched on in the 2012 Winter President's Newsletter, the position is a contracted, casual role and the cost to our organization is anticipated to be only about \$1,500 more annually than we currently pay for bookkeeping services that the business manager will now perform.

Website

At about the same time the CACE Executive was working on the webinar preparations, it was also overseeing the first major overhaul of the CACE website. Besides a much improved, up-to-date look and layout that is more befitting an organization of professional communicators, the new website features greater functionality and social media integration.

The scope of the project and the timing contributed some glitches along the way. The new website was launched just as conference registrations and membership renewals began in earnest. On behalf of the executive, I recognize those members who may have experienced some difficulties with online processes and thank them for their patience and understanding. We continue to improve and refine the site.

Bravo! Awards

For the first time in six years, the Bravo! Awards process was extensively reviewed and overhauled. The goal was to reflect member requests, concerns and suggestions, as well as to greatly simplify the process for submitting, acknowledging, collecting and judging the submissions, then awarding and posting winning projects on the CACE website as a valuable resource for all members.

CACE Head Office

With the retirement of CACE's bookkeeper of more than ten years, our organization had to establish a new business office address. To avoid the considerable time and expense of a constitutional amendment, as well as to provide a more stable, long-term head office location, CACE Executive reached an agreement with Ottawa-based Canadian Teachers' Federation for a head office address, storage and mail-forwarding services at a nominal fee. One of the CACE business manager's first tasks is to develop a transition and communication plan.

And More...

- *Extended membership period:* As a strategic membership recruitment initiative and to promote early conference and membership registration to assist conference planning, the CACE Executive announced this past spring that effective immediately, membership renewals/registrations would be effective to August 31, 2013, rather than August 31, 2012. This move contributed to an increase in memberships in the following weeks.
- *Membership brochure:* The CACE membership brochure was rewritten and completely redesigned for a more modern, eye-catching look.
- *A new corporate sponsor:* Joining long-time CACE supporter and Gold Level sponsor Chabo Communications and Design this year was Synrevoice Technologies Inc.; also a Gold Level sponsor. CACE appreciates the significant support of its sponsors.

In Conclusion...

In concluding this annual report, I am also concluding my tenure as CACE President, though I will continue to contribute to CACE and the CACE Executive as the Past President.

The past year has been exciting, rewarding and challenging. There have been growing pains, as there will continue to be. The milestones of the past year reflect the hard work of executive members and I sincerely thank them for their commitment to this organization. They inspire me.

It has been satisfying to see our ambitious plans—perhaps overly-ambitious at times—come to fruition. However, there are always improvements to be made and new ideas to be pursued... and thus we launch into 2012-2013.

Sincerely,



Doug Strachan
President, CACE-ACACÉ
Canadian Association of Communicators in Education / Association canadienne des agents de communications en éducation.