

2015 Annual General Meeting

Monday October 19, 2015

Delta Prince Edward, Charlottetown, PEI



PRESIDENT'S REPORT 2014-2015

Every new beginning comes from some other beginning's end.

Seneca

2014-2015 has indeed been a year of review and discovery. Last October, six new members joined the executive including our pilot regional liaison representative position. With only two of us left to provide background and context, it made for a challenging but consequently a very rewarding time.

Our approach throughout the year has been the consistent review of our 2014-2016 CACE Strategic Map ensuring that our areas of focus continue to be on professional development, promotion and recognition, and sustainability.

Professional Development

The key professional development opportunity offered to members is the annual conference. We are deeply appreciative of those who complete the survey following our conferences as it is used extensively to guide the next conference team. The 2015 Atlantic conference team cheerfully and expertly led by Trish Smith, is small but mighty. As you share their warmth and hospitality you are sure to be pleased with "Sharing Our Stories" in Charlottetown.

Secretary Victoria Miles coordinated a major update of the CACE Conference Manual to include a significant amount of new content to support conference committees in their important work for CACE.

The new CACE website launch will take place at the Charlottetown conference. All of CACE member comments and suggestions have been taken into account. 1st Vice President Bruce Buruma led the charge in coordinating a website committee. The committee developed an RFP, proposal review, and project management process that will serve as a template resource for CACE members once completed. The new site will be an up-to-date, engaging, and resourceful tool. Our hope is that members will spend time on the new site finding it a useful resource for communication professionals.

Professional development has been offered on a regional level across the country this year. The Alberta group gathered in April for a daylong seminar. Ontario also held a workshops and presentations for a day in January. Other regions offered networking opportunities between members throughout the year.

Our 2013-2014 executive put in place a pilot position to take on the responsibility for regional liaisons across the country. Although a non-voting position, Kerry Donnell has contributed wholeheartedly to our executive meetings as the Regional Liaison Representative this year. She has

helped the executive to see the value in this position. Consequently, the executive's recommendation for the AGM is the addition of a new position on the executive. As part of our effort and ambition to support our members and strengthen professional development opportunities, this new "member at large" would be tasked with supporting regional liaisons and ensuring that there are ongoing valuable learning opportunities and resources for CACE members.

Promotion and Recognition

It was time to revamp the Bravo Awards. 2nd Vice President Claire Francoeur has developed an exceptional program that offers members a variety of opportunities for submissions. We will be launching the new "look" for Bravo at the conference but the opportunities for all members does not end at the award presentations any more. Our top award winners will be asked to share their successful projects at the conference as well as in a series of webinars throughout the upcoming year.

Towards the end of the school year our thoughts turn to CACE membership renewal. Correspondence was sent to all current CACE members and an email and social media campaign took place in the spring. Numbers have remained steady for several years but we are always looking for more ways to increase our membership. With increased membership come enhanced networking opportunities as well as options for additional resources for members. This year we offered a one year free membership to any new members registering for the conference. Consequently we have at least seven new CACE members coming to the conference this year.

We've had a list of lifetime members on our website but no contact information for many of our earlier recipients. With her sweet tenacity, our Secretary Victoria Miles has managed to reach out and make contact with several of our old-timers including a 92 year old who was so delighted he wrote us a letter offering to meet him for lunch!

Sustainability

The CACE executive continued with the commitment and requirements to operate under the new Not-for-Profit Act. This included tackling the question of potential past-due GST/HST for conferences and memberships. By June of this year, with the help of our accounting firm, we submitted all required documentation from 2005. This will bring CACE up-to-date and on track going forward. We continue to ensure that the organization is fiscally responsible which you will be able to review in the 2014-2015 financial statements and Treasurer Steve Lapierre's report.

Past President Kim Hamilton has drafted a national and regional succession plan. Although we have enjoyed having so many new members on our executive, it is optimal for there to be one or two new members each year. The executive has also initiated the development of a transparent nomination process that offers members the opportunity to consider upcoming regional and national positions in CACE.

We are grateful to our sponsors for their support for CACE. Our Gold level corporate sponsors for 2014-2015 were Chabo Communications and Design, Synrevoice Technologies, and Peachjar. Our Silver level corporate sponsor was TD insurance. A huge thank you to these corporate level sponsors as well as those who sponsor CACE conferences. Your contribution makes an enormous difference to our organization.

In working with the 2014-2015 CACE executive I've been reminded of Tuckman's "stages of team development" - forming, storming, norming, performing. We quickly worked through the first three stages and as you can see by the accomplishments that we are well and truly "performing" for the association. We are able to perform well with the ongoing support of our Business Manager, Julie Willard.

It is our pleasure to serve CACE members.

Catherine Shedden

President, CACE-ACACE

Canadian Association of Communicators in Education / Association canadienne des agents de communications en éducation.