

2016 Annual General Meeting
Monday, October 24, 2016
Ottawa Marriott Hotel, Ottawa, Ontario



President's Report
September 2016

The 2015-2016 year has been exciting for the CACE executive and CACE members alike. Shortly after last year's Annual General Meeting, held in Charlottetown, Prince Edward Island, CACE launched a brand new website. This site provided a fresh updated look and well-placed content, offering much-needed added value for members. While we continue to troubleshoot any problem areas, making changes as we receive feedback, we have been pleased with the response and connectivity enjoyed by members. We want this website to be a hub of information for all who are interested in education communications in Canada.

Along with the new website, we were able to offer members a number of online professional development opportunities this year. There are now video tutorials posted on the CACE website from members on topics such as filming and production, Twitter and Instagram, and social media content. Soon to come will be a tutorial on media relations. This is a great way for our members to share their expertise. There are plans in place for many more topics to be posted that members can access at any time.

As our membership begins to slowly increase (we have 144 members as of September 26, 2016) we are taking a hard look at the sustainability of the organization. The last couple of years have been challenging while we tackled the review of HST/GST and the government paperwork required to bring CACE up to an acceptable standard of operation. With the departure of Julie Craft, our Business Manager, we found ourselves in a search for her replacement. In March of this year, after following an RFP process, we engaged the services of Golden Planners Inc (GPI) – an association management company. Through many hours of dedicated service, GPI has uncovered and resolved a number of problem areas including the continued HST/GST recovery process.

Succession planning and a transparent process for CACE members to move into leadership roles within the organization has been a high priority for the executive. To this end we have developed a succession plan addendum to our General Procedures. We asked members early in the year to let us know if they were interested in joining a variety of committees. Members were also provided with the opportunity to express interest in a leadership role.

Members have had opportunities in most regions to meet throughout the year. This is a benefit to members and to the organization as a whole. A regional meeting framework has been developed including a template for planning meetings. This will be added to our General Procedures and provided to regional liaisons for their use.

We look forward to seeing many of our members in Ottawa at CACE Capital Connections. This conference is shaping up to be an exciting time for attendees. There is an excellent

selection of presentations from keynotes as well as our own members' presentations, opportunities to meet with the executive, network, socialize, and enjoy our capital city.

We know, based on membership response to our annual surveys, that the annual CACE conference is a key reason why members join CACE and why they continue to maintain their membership. We have worked with a committee to develop a Conference Standards document. This document, soon to be published, will guide conference committees from the outset of planning, outlining every detail, and will ensure that our conferences offer an expected standard of professional learning as well as local flavour.

This year we decided to take a close look at the future of CACE. A small committee met to discuss CACE history, CACE as it sits right now, and where CACE could be in the future. We are currently in the process of researching similar organizations, reviewing their structure as well as their membership makeup and offerings. In the process we have been able to renew our relationship and contact with the Canadian Public Relations Society (CPRS) and the National School Public Relations Association (NSPRA). These two organizations, although much larger than CACE, have been extremely helpful in offering advice and sharing best practices. These conversations will continue as we move into a strategic planning process for the 2016-2017 year.

The number of submissions to our BRAVO awards program was overwhelming this year. We are very pleased with the response which is a tribute to the changes made last year to the program and process. It is important to note that only the CACE executive member with responsibility for the BRAVO program sees the submissions. We look forward to finding out who the winners are at the BRAVO gala.

We are very pleased to have a new group of sponsors moving into the 2016-2017 year. A warm welcome to Silver sponsor Pathfive and a welcome back to Gold sponsors Chabo Communications and School Messenger, and Bronze sponsor TD Insurance.

2015-2016 has been another busy, active year for CACE as we continue our commitment to promote and contribute to the development of professional communication services in the Canadian education sector. Without the ongoing support from our members, this would not be possible. On behalf of the 2015-2016 CACE executive, thank you to all those who volunteer time and expertise for the organization as well as to all of our members who contribute to student success through excellence in communication.

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