

**2018 Annual General Meeting**  
Monday, October 29, 2018  
Courtyard Toronto Downtown - Toronto, Ontario



**President's Report**  
September 2018

The Canadian Association of Communicators in Education has been supporting excellence in education communications for 33 years. While a relatively small association, one of our greatest assets is a strong network of members and their desire to share, collaborate and work together to enhance our profession. One third of our members are part of a communication team while two thirds are one-person shops. Given the diversity of the work we undertake, this demonstrates the need and importance of a strong network of colleagues who can assist and support each other.

Membership:

Your association includes 165 members spread across the country.

- British Columbia 30
- Alberta 41
- Saskatchewan 3
- Manitoba 6
- Ontario 68
- Québec 6
- Nova Scotia 6
- New Brunswick 1
- North West Territories 1
- Life Members 3
- Associate Members 5

A key priority for the executive is growing our memberships, particularly in regions where we have few members. A key strategy is involving our regional liaisons as well as members who have connections with colleagues in their region and encouraging them to be part of our Association.

Year in Review:

Over the past year, much of the work of the CACE executive has focussed on strategic directions for your organization:

- The executive faced a significant challenge over the year with the resignation of two valued members, Trish Smith and Megan Alton. In addition to this, Shawn McKillop wore two hats as First Vice President and Conference Chair. This required other members of the executive to step up and take on added responsibilities. With a small executive to begin with, and many of us consumed with our day-to-day work,

this did have an impact on what we were able to achieve. In the future it is essential that we have a full executive in order for us to move forward and enhance our organization.

- A key accomplishment was moving forward with hiring a part-time Executive Director for CACE. Recognizing the need for continuity, consistency and effectively managing the day-to-day operations of CACE, the executive proceeded with establishing this new position and hired Candace Denison as our Executive Director. Candace has been a valuable resource in supporting the executive and taking care of the business affairs of CACE. In the future, we expect the Executive Director will take on a significant role to support the sustainability of our organization including enhancing our relationships with key sponsors. In essence, we will expect the Executive Director to 'earn their way' by enhancing and adding services and revenue streams for CACE. Candace's background as a former executive director and skills in conference planning and organization will be a tremendous asset for our organization.
- Recognizing the significance of our annual conference, we continue to develop a standards document that will ensure our conference is a consistent and high quality professional development opportunity. Part of that direction is the establishment of a National Conference Committee to oversee planning and organization in conjunction with a local planning committee who will provide local knowledge and experiences to the conference. We launch this committee for our 2019 Conference in Winnipeg and are seeking interested CACE members to join this committee.
- Your executive is inspired by the great work undertaken by the 2018 Conference Committee. INSPIRATION is most appropriate theme for this year's conference with a strong emphasis on well-being, inclusion and equity. These are some of the best stories we can share in public education and we look forward to being inspired Toronto this October. Shawn McKillop and his team have done an amazing job planning this conference, and for that we are grateful.
- We also appreciate the outstanding work the conference committee has done in securing sponsorship for the conference and association. Special thanks to Ryan Strang for developing relationships with key sponsors. This has always been a challenge for the Association, yet is a key to our sustainability. This excellent work will be further developed by our Executive Director as we recognize the important role suppliers and vendors in education communications play in supporting our association.
- We have implemented a Google Suite which will support collaboration and sharing among our members. Our network of colleagues across the country is our strongest asset. The willingness of members to share and collaborate will be further enhanced as we implement this new support. Stay tuned for more details.
- Financially, this year has been successful. Where we anticipated a deficit of \$330 we have shown a net income of \$14,500 for the Association. Your executive has carefully managed our resources in an effort to ensure the ongoing sustainability of CACE. We anticipate the Toronto conference will also enhance the financial position of the organization.

- A key service to members are our BRAVO Awards to recognize excellence in education communications. This year, we received 58 entries with 34 receiving BRAVO Awards. We appreciated the important role our judges from across the country played in reviewing and evaluating submissions from our members. We encourage members to submit their best work for these prestigious awards. Not only does it provide recognition, it is a good professional growth opportunity in evaluating and profiling projects you are most proud of.
- We continue to work on a membership development plan to grow our organization. While we have a loyal membership, many of our colleagues are not aware of our organization. One of the best ways we can grow CACE is through our own members reaching out to others and encouraging them to join.
- We continue to value our relationship with Golden Planners as our association management firm. We will continue this relationship where they will take care of accounting and finances plus consulting services as needed.
- We also continue to appreciate the administrative support of Wendy Browne who assists with social media posts, membership database as well as the BRAVO Awards.
- Finally, a special thank you to Catherine, Shawn, CJ, and Deneka as well as Candace for their strong commitment to CACE. This work takes a significant commitment and I sincerely appreciate your support and involvement in our professional organization.

We look forward to seeing you all in Toronto.

Bruce Buruma  
President, CACE-ACACÉ  
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de communications en éducation