

2019 Annual General Meeting
Monday, October 21, 2019
The Manitoba Club, Winnipeg, Manitoba



President's Report
September 2019

We are better together...

The Canadian Association of Communicators in Education has a proud history of supporting excellence in education communications for 35 years.

With many of our members working on their own, or as part of a small team, having connections regionally and across the country encourages sharing, collaboration, networking, and support. We are not just colleagues; we have genuine friendships which makes the work we do even better.

In fact, as we look to grow your professional association, we see our 'unique selling proposition' for CACE membership as *"you are part of a 200+ comms team: never alone!"* Imagine the possibilities that creates.

We want CACE to be the 'go to' source for best practices and work in education communications. For us to be that, we have been working hard this year to support your work:

- There is great anticipation for CONVERGENCE, our 35th annual conference taking place in Winnipeg which hosted the very first CACE Conference. Ryan Strang and the conference committee have done a remarkable job putting together an outstanding and vibrant program
- Our Regional workshops strengthen local connections and provide excellent professional learning. Thanks to our Regional Liaisons for supporting and building those networks
- Deneka Michaud, our Director of Professional Learning and her professional learning committee have developed our Google Suite to support sharing and collaboration on a wide range of education communication items. This will become a rich and valued resource through active sharing by our members
- We continue to look at ways to enhance your membership experience in CACE and welcome not only your ideas, but involvement in making them happen.

To achieve this requires the active engagement and involvement of YOU and our membership which in turn contributes to each of our own success. Please make a commitment to help build and grow our association in the coming year because we are, better together!

YEAR IN REVIEW

CACE Executive: Your association executive is strong, being actively engaged and working hard to manage and provide strong direction for CACE. We have had an outstanding team with vision and strong commitment to the organization. I am incredibly proud and grateful for their leadership and desire to support excellence in education communications. We appreciate the work of Past President Catherine Shedden in leading the Nominations Committee. Through that process we have members who expressed interest in future involvement on the executive who will be chairing a few of our committees.

Membership: We have had success in growing our membership. A new Group Membership has contributed to that success and supports growing connections with larger education communication teams. We also moved to *Membee*, an online membership management tool that has many advantages that will support growing our membership. We are excited to be working with Chabo Communications in developing a membership campaign under the direction of Secretary Nikki Gills, as well as establishing a new Membership Committee to take on that work. Ultimately our current members are the best ambassadors to attract new members. We encourage you to share the value and benefits of CACE with colleagues and encourage them to join.

Sustainability: The ongoing sustainability of CACE continues to be a challenge and a priority for the Executive. We look at enhancing revenue, closely managing expenses, and being diligent stewards of our finances. Through the work of Ryan Strang and our Executive Director, we have had tremendous support from our corporate sponsors for which we are grateful. To support sustainability, the Executive has directed that sponsorship revenues be equally split between CACE operations and the annual conference. Our Treasurer CJ Harel will be leading a financial review of CACE during the 2019/20 year to address sustainability for the organization.

Executive Director: Our decision to retain a part time Executive Director has been incredibly valuable in managing the ongoing operations of the association. Candace Denison has done outstanding work and has moved the association forward in many ways. Your executive works incredibly hard managing their portfolios, but can't do it all. Having this support has had a very positive impact on our work--we are grateful to have Candace supporting our association.

Conference Planning: For over 30 years, we relied on a new local committee to plan and manage our conferences each year. Having been involved on three conference committees, I understand what that takes. I want to acknowledge and recognize the incredible commitment and excellent work done by these committees in the past. We have a long and proud history of great conferences and lasting memories.

Recognizing the scope, responsibilities and challenges of planning conferences, the executive decided to move to a National Conference Chair and Committee. This has been a game changer. As one of our most significant services and benefits, ensuring consistency and well managed conferences is essential. The right blend of a Conference Chair, national and local committees, along with support from our Executive Director helps ensure a strong conference. We welcome the involvement of those with experience and interest in

conference planning. Our continuing development of the Conference Standards Manual will also support consistency and ensure we provide the best possible conference.

Regional Liaisons: Special thanks to our regional liaisons who are our connectors at the local level.

- British Columbia & Yukon - Kayla Stuckart
- Alberta, Northwest Territories & Nunavut - Haleigh Packer
- Saskatchewan & Manitoba - Terry Lazarou
- Ontario - Jonathan Ladaroute and Karen Smith
- Quebec - Kim Hamilton
- Atlantic Canada - Doug Hadley

While we all do similar work, each of our regions has its own distinct identity and connections. Through building networks and coordinating regional workshops, our liaisons play a crucial role in delivering the many benefits CACE provides its members.

Communications: Communications is our business so we need to do it well. Dale Burgos along with our Executive Director have worked on improvements to our website and will further develop our communications strategy. We also appreciate the work of Wendy Browne who we contract with to manage and place content on our social media platforms.

BRAVO Awards: Recognizing the outstanding work of our members reinforces the important and valuable role that education communications plays within each of our jurisdictions. Our BRAVO Awards also reinforces the principles of sound communications planning. Once again we had strong participation with 56 submissions and 38 award recipients. Thanks to Galen Eagle for coordinating this year's BRAVO Awards that celebrate the very best in education communications. As you embark on many unique projects and initiatives this year, consider submitting them to the Bravo awards as a good professional activity. Your good work deserves recognition.

Bruce Buruma

President, CACE-ACACÉ

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