

Communications Committee Report


Two years ago, the College developed and approved a ***Strategic Plan*** to guide the Council and staff, and give specific direction to the College. From this, the Communications Committee was directed to fulfill the following 4 major components for the College:

1. Develop, monitor, implement, and adapt the College's *Communications Strategy*;
2. Increase member awareness of Continuing Professional Development (CPD) requirements and opportunities;
3. Institute processes and identify tools to enhance understanding of the dynamic characteristics of members and the applied biology profession; and,
4. Create opportunities for members to interact with the Council and engage in College affairs.

Recognizing the youthful demographic of College members, the College has turned to social media as a mechanism to allow its membership to have more opportunities to interact with the College, and engage more in College activities and the profession of applied biology. This past year, the Communications Committee developed two documents, one being a *Social Media Policy* governing the publication of and commentary on social media platforms by Council members and staff. A supplementary document was also developed that provides recommendations and ideas for using social media tools.

The second initiative that the Committee has undertaken this year is to develop of a *Communications Strategy*. This document is drafted and the Communications Committee is now moving forward in engaging with other committees for input and direction in the development of this document.

Lastly, the Committee has set their sights on developing a comprehensive work plan that will use both the *Strategic Plan* and the *Communications Strategy* documents to create a to-do list for this Committee for the coming years.

I'd like to thank the members of the Communications Committee for their contributions: Cairine Green, Lay Councillor; Raychl Lukie, RPBio; and Gerry Leering, RPBio. 

Respectfully submitted,
Alexandra Tait, RPBio, Councillor-at-Large and Chair - Communications Committee

