

Communications Committee Report

THE COMMUNICATIONS COMMITTEE (CC) has been working this past year on transitioning from a role of operations to a governance structure. Since the inception of the CC, the focus has been primarily on developing communications tools and other items for the College, including surveys. The tools developed include College Notices (email bulletins), *College Matters* (our 'magazine'), and our new electronic newsletter *College Connections*.

The *College Matters* delivery mode was shifted this year to a primarily electronic format. This was done to reduce costs of mail outs and delays in getting the document through the printing steps needed to get *College Matters* to the membership in a timely manner. With the electronic mail out, we can obtain information regarding how many people open each article, which is useful for determining the function of the publication and whether it is meeting the needs of the membership. For 2015-16, we have chosen to mail out printed copies for the AGM issue. This issue holds important information regarding finances and committee reports. In the coming year, we will evaluate whether *College Matters* should be sent to members in a solely electronic format for all issues.

With many thanks to Rebecca Mersereau (Assistant Registrar), the CC along with Editorial Board were able to begin our monthly e-newsletter publication —*College Connections*. We hope this timely publication is informative for members. Many articles tie back to our website and *archives* of these e-newsletters are also on the website. With the start of the e-newsletter, the number of College Notice emails have decreased —these are now used primarily for time-sensitive notices to members. This is mostly due to more frequent publication of the e-newsletter, which allows College staff to provide information in a timely manner. However, we hope the 'beginning of the month' e-newsletter delivery fits the needs of the membership without cluttering your inbox with too many College-related emails.

With the shift in focus of the CC from operational to a governance structure, the Committee has started making some changes to reflect this new focus. The Terms of Reference were updated recently and the Committee has started to draft a *Communications Plan* as a guidance document for staff and committees. The intent of the plan is to better clarify the roles and responsibilities between staff and the Committee

regarding communications functions. Many tasks come up that require a rapid response by staff, such as press releases and website changes. These tasks often require staff to work independently so they can respond in a timely manner. To that end, the *Communications Plan* will address the roles and responsibilities of everyone involved so that the College communications are effective and responsive.

As this is my final year on Council, I will be stepping down as Chair of the Communications Committee. I would like to thank my predecessor, Maureen McDermid (past Lay Councillor) for her endless energy and devotion to getting the communications instruments, Committee structure, and Editorial Board up and running smoothly. As well, many thanks to Rebecca Mersereau, RPBio, Assistant Registrar, and Linda Stordeur, RPBio, Registrar, for very insightful comments at all meetings. Last but not least, the Committee members have contributed excellent guidance and thoughtful information to all matters. I wish the best to all. 

Respectfully submitted,
Derek Marcoux, RPBio, Chair, Communications Committee 2015-2016

