

Editorial Board Report

It is hard to believe the Editorial Board (the Board) is already approaching its two-year anniversary. Upon conception, the primary responsibility of this sub-committee of the Communications Committee was to identify, create, and direct publication content for the College's magazine, ***College Matters***, in support of the College's 2013–2015 strategic objectives: 1) Enhance communications with members; 2) Increase members' interest and engagement; 3) Expand the College's outreach and influence; 4) Boost the College's branding and name recognition among related stakeholder groups; and 5) Strengthen the credibility of the College's activities.

I am pleased to report the Board made significant contributions to support the College in achieving its strategic objectives for 2013–2015. As indicators of success, we have seen increases in the level of participation and responsiveness of College members to member surveys and notices, increased readership rates of College publications, and a greater number and diversity of College members participating on College Council and Committees.

The Board continues to enhance the College's established communication tools, diversify communication, and ensure content is relevant to those with a vested interest in the College of Applied Biology and the work of applied biology professionals. Since 2014, the Board's role has expanded to assist in the development and review of an array of other communications and communication tools. The Board now provides editorial services to other College Committees and assists in developing and editing content for the College's monthly e-newsletter ***College Connections***.

With the addition of an e-newsletter to the College's communication toolbox in 2015, the College implemented changes to the frequency, distribution, and content of *College Matters*. *College Matters* has now been reduced from a quarterly to a tri-annual publication and two of the three issues are now only available electronically. The AGM issue is currently the only issue produced in both electronic and hard copy form, and its content has expanded to include other articles, in addition to annual reports of Committee Chairs. A reduction in the number of issues of *College Matters* and printing has resulted in cost savings to the College, which supports the efforts being made by the Council to achieve fiscal prudence. Further, with greater reliance on electronic communication, the Board is better able to monitor

readership rates and make strategic adjustments to strengthen readership of both *College Matters* and *College Connections*.

I would like to acknowledge the dedicated work of all Editorial Board members. The efforts of Chandni Kher, RPBio, Casey Neathway, BIT, and Karen Barry, RPBio, over the past 2 years are commendable. Rebecca Mersereau, RPBio, Assistant Registrar, and Jillian Stewart, BIT, Administrative Assistant, have been instrumental in supporting the tasks of the Board and ensuring the College's communications are of value to both its members and stakeholders. Thank you also to everyone else who contributed to the Board's success!

If you have creative writing and editing skills that would be an asset to the Editorial Board, and you would like to volunteer with your professional organization, I encourage you to contact the College to learn more about how you can help raise the credibility and visibility of the College and the applied biology profession. The Editorial Board welcomes submissions from its readers for future editions of *College Matters* and *College Connections*. We sincerely thank everyone who has contributed content, ideas, and photos so far!

I am intrigued by what the Editorial Board will offer us in 2016! 

Respectfully submitted,
Raychl Lukie, RPBio, Chair, Editorial Board

