

Editorial Board Report

The Editorial Board (the Board), an *ad hoc* sub-committee of the Communications Committee, was struck in 2014. At the time, the Board was established to identify, create, and direct publication content for the College's magazine, ***College Matters***. The Board's role expanded shortly thereafter to assist in the development of and provision of oversight and editorial services for an array of other communications and communication tools of the College, including the College's monthly e-newsletter, ***College Connections***.

The Board made significant progress in 2016 towards advancing the College's objectives identified in its ***2016 – 2018 Strategic Plan***: strengthened credibility of the College and profession; enhanced communication and engagement with members; expanded visibility, profile, outreach, and influence; and a more resilient organization. It is important to note that the Board took steps to advance these objectives all while operating on a 50% reduction in the College's typical staff complement. College staff continue to be instrumental to the success of the Board and the College's communications.

In 2016, the Board generated monthly issues of *College Connections* and produced two exceptional issues of *College Matters*. After changes in 2015 to exclusively distribute *College Matters* electronically, excluding the College's AGM issue, the Board seized this as an opportunity to monitor readership rates and better cater to the College's collective audience. The Board now refers to analytics generated for both *College Matters* and *College Connections* to identify articles of greatest interest to its readers in preparing and planning for future issues of these 2 primary streams of regular external communication of the College. By using this feedback the Board can better ensure continuous improvement of each issue and in turn, increase readership. In 2017 the Board will continue to rely upon analytics and feedback from members to ensure College communications remain a valued resource for College members and affiliates. The Board continues to welcome and encourage its readers to ***submit content suggestions*** for future editions of *College Matters* and *College Connections*.

I would like to sincerely thank the Editorial Board members for making my 2-year tenure as Chair of the Board truly enjoyable! Thank you to Chandni Kher, RPBio; Casey Neathway, BIT; Karen Barry, RPBio; former Assistant Registrar, Rebecca Mersereau, RPBio; Jillian Stewart, Administrative Assistant, BIT; and Linda

Stordeur, Acting Executive Director and Registrar, RPBio. The Board's success in making progress towards achieving the College's 2016 – 2018 Strategic Objectives, and more, is a direct result of your endless contributions. A big thank you to everyone else who contributed to the Board's success in 2016!

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's staff*** to learn more about how you too can help raise the credibility and visibility of the College and the profession of applied biology. Help the Editorial Board ensure its communications in 2017 are even better! 

Respectfully submitted,
Raychl Lukie, RPBio, Regional Councillor and Chair - Editorial Board

