

To CLPOA Members

The Communications & Media department has been a busy one this past year.

Joan Rocha left the role of Communications & Media Director on Sept. 6, 2019 and I took over on Oct. 21, 2019. We thank Joan for her extraordinary work on the CLPOA board and wish her all the best.

At the same time Iain Gorman has stayed on to help with many aspects of the work. Iain has been invaluable in bringing me up-to-speed, at the same time as curating the Facebook group, handling the general mailbox and deploying email newsletters.

For myself, in order to fully understand the role, I collected all the information about the various media items in use and consolidated them into a single document. It turns out there is quite a bit, 28 pages! This effort will serve the CLPOA well as years pass and the position changes hands.

The Facebook group continues to grow at a steady pace, passing the 2000 member mark on November 27, 2019. Over the past year there have been an average of 7 new posts and 40 comments every single day.

Email updates continue to be a great way to engage the membership and subscribers, just under 30,000 individual messages were sent over the past year with an open rate of exceeding 70%.

The annual photo contest was a resounding success this year, ultimately receiving 520 entries from 64 people, compared to 304 last year from 74 people. The winning photo will be featured on the cover of the yearbook!

Perhaps the biggest news is that 2020 will be the first year that we use electronic voting in advance of the annual general meeting. While this was planned prior to the COVID-19 crisis as a benefit to the membership, it is now vital as the AGM will not be held in-person this year.

Regards,

Craig Morrison

Director - Communications & Media