



EXECUTIVE REPORT

ANNUAL REPORT – COMMUNICATIONS OFFICER

March 10, 2016

This is the second annual report from the position of Communications Officer, created in Spring 2014. The focus of the 2014-2015 months was to create a new format for the Pressure Point newsletter, and create a new CUPE 2081 website. Both of these have been successful.

Since Spring 2015, a Communications Committee of Dawn Svendsen, Erynne Grant, Roseanne Harvey and myself was created. The focus has been on building a social media presence for our local. With the hard work of the Communications Committee, CUPE 2081 is now active on Facebook and Twitter, using our social media feeds to circulate information posted to the new website, and to interact with other locals and community groups.

Our channels also take the opportunity to lend support to other larger initiatives as they evolve. I am happy to report that among other activities, the local's social media played an active part in encouraging local residents to vote in the last Federal election.

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The Communications Committee is actively engaged with the following projects:

- New membership engagement tools including literature, digital links, website info, and swag
- Better, more meaningful time for the local to introduce itself to new members at staff welcome events.
- Frequently Asked Questions list for website
- Streamlining links for posted forms and documents so that information is as current as possible and easy to maintain.

Website:

CUPE.CA is in good order and receives regular updates from the Executive and Union Office.

Social Media:

Twitter – 163 followers

Facebook – 49 likes

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Pressure Point:

While getting enough submissions for an issue can be challenging, we are fortunate to have a core of contributors who always pull us through, and a Chief Shop Steward who is an exceptional motivator.

Recommendations:

- Build the local's social media network and presence as much as possible.
- Assist in actively engaging and recruiting members to fill vacant Executive positions.
- Access resources from CUPE BC and National to assist in our membership engagement.

In Solidarity,

Earle Thompson

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