



EXECUTIVE REPORT

ANNUAL REPORT – COMMUNICATIONS OFFICER

March 24, 2017

Greetings,

2016 saw several developments, including a growth in social media, new swag for the local, and further tuning and adjustment of the CUPE 2081 website.

The Communications Committee ordered two pop-up banners, several hundred reusable bags, and a large number of soup bowls to use for public engagement. The bags were given out to students at events during the year. Having CUPE members at tables during college events gave many students the opportunity to learn about CUPE, and in some cases share stories of their own families' union involvement. The soup bowls have been used as prizes at local meetings, as gifts at VIDC and other CUPE events, and has become known as the "Coveted CUPE soup bowl."

Website traffic continues to be stable, with updates from the office being posted as they are received. Updates are then shared on Twitter and Facebook. Quinn Park is now looking after the facebook account. After collecting feedback from the membership engagement survey, a Frequently Asked Questions (F.A.Q.) document was compiled and added to the website. The "Contact Us" page of the website has been streamlined and made more consistent.

Production of Pressure Point paused while submissions were gathered and new production software was chosen. Adobe InDesign is no longer being used. It has been replaced with Open Office, which is a no-cost platform.

Camosun College Support Staff
and Student Society Employees
1931 Argyle Avenue
Victoria BC V8P 5J2



office: 250-370-3665
fax: 250-370-3668
email: cupe2081@camosun.bc.ca
web: 2081.cupe.ca



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By the numbers

- Twitter: 307 followers
- Facebook: 77 likes
- Website: 6,104 total page views

Moving forward in 2017 it is my recommendation that we continue to grow the website and our social media network, with a particular focus on Facebook. I also recommend considering the purchase of more low-cost swag (such as reusable bags) to be used for public engagement at upcoming events.

In Solidarity,

Earle Thompson

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