

CUPEU Annual General Meeting; May 27th, 2009

Communications Portfolio Report

Highlights of last year:

- 1) CUPEU's Website:** We are on the precipice of launching CUPEU's new website and expect to do so in the next few weeks. This website has proven to be a long and laborious endeavour – from the its inception, back in the winter of 2008 when I discussed with Cameron Campbell our ideas for creating a new, dynamic and user-friendly website. We encountered several obstacle subsequently, not the least of which was Cameron's move to New Zealand in the summer of 2008 and our challenge of negotiating the completion of the site via the internet. Also, we had to finish some of the important aspects like creating the code to make the Professional Development section run more seamlessly (by remembering the data from one form to the next). Enter Dan Li, who answered our call on CUPEUNews and volunteered his time and expertise to supervise the work of a student on a work study grant who could do such a code. We continue to work steadily on this aspect of the site and, hopefully, can have the new P.D. forms up soon. In the meantime, we felt the site had enough of its foundation ready to launch it while we continue to work on it steadily. You will receive a notice, via CUPEUNews when the new website will be officially launched. Other people I wish to acknowledge for their help with the new website include: Frank Carrière, Rob Carver and Geoff Selig for their individual important contributions to making the new site viable. I sincerely apologize for the lengthy delay in updating our old website's information. I encountered several technical difficulties which have highlighted that I need to hand over the technical elements of updating the site to others, while I focus on other elements involved in our communications. On a positive note, and perhaps as a result of some of these difficulties, we now have a mechanism in place which will help to ensure that communications flow more fluidly to our membership.
- 2) Creation of Mobilization/Communications team:** This team was created last fall, in response to recommendations from U.C., to: a) get CUPEU members more involved in the union's endeavours in a day to day way but also in preparation for any upcoming mobilization which might be needed, and b) to create a support team for the communications of CUPEU. This committee is made up of volunteers including: Anna Barrafato (head of our Mobilization team and member of Union Council) and Owen Moran (also a member of Mobilization

team and of Union Council), Teresa Zuccaro (a member of Union Council), Danielle Duguay (a member of Union Council) and myself. Our former VP Membership, Betty Bondo, also sat on this committee. The goal of the Mobilization/Communications team is create a stronger communication/membership alliance between CUPEU's executive bodies and our membership.

Some Objectives we've set out so far:

- a) Increase transparency of the Union to membership; creating and distributing summaries of Exec. And U.C. minutes to members once they have been approved. Distributed minutes will be from previous months, but members can keep up to date with important changes.
- b) Increase contact with membership; Owen Moran created a membership list which will be used by U.C. members to facilitate on-going, informal dialogue with members. This liaison would allow U.C. delegates to both give information to members as they require it but also to receive from them, questions or queries they wish to be brought back to subsequent Union Council meetings.
- c) Facilitate intra-membership contact: We will have a membership list on our website, so that members can know who are other CUPEU members, where they are located and what they do. This will encourage members to have more contact amongst themselves and, in so doing, experience a stronger alliance as part of this union.
- d) Investigate and institute other forms of informal contact with members (coffee breaks, BBQs) to create opportunities for members to meet each other to satisfy both social and business needs of the union.

Upcoming for this year:

- 1) **Communications tools**: Continue to monitor these and evaluate them, with the help of Communications/Mobilization Committee.
 - a. **Website**: Continue to develop the new website; searching for new materials of interest to members. For instance, you can access publications

from CSN and their affiliates to get a broader context of union-related issues.

- b. **Newsletters:** Enlist the help of Communications/Mobilization committee in producing newsletters in the coming year.
- 2) **Support the work of Executive and Union council bodies through my portfolio.**

Dale Robinson, VP Communications

Ma 27th, 2009