

## **DRAFT: Member Search Committee Report - December 8 2020**

### Committee Activities

COVID 19 has had a dampening impact on our progress in connecting with "missing" members who joined during the 1969-1990 period.

We have sent welcoming packages to the new group of directors and outlined our program to further involve members of the successor programs that followed the UNTD.

To this end, a number of directors and others have been working with social media to spread the word and connect with various naval reserve interest groups.

Glenn Carroll has been successful in regaining access to Libraries and Archives Canada for UNTD nominal lists and records for the post-war period.

### Mid Course Correction

Our Committee was tasked in early 2020 to seek out and reconnect with the 1250 or so post UNTD officer cadets of the 1969-1990 period.

It is important to note that our goal was not to solicit them as new "members" - to pay dues and be active - as everyone who has taken junior officer training through the UNTD and its successor programs are members as a result of that experience. We are very much like an alumni association. If we are in touch, individuals can choose to be engaged - or not.

Our initiative is really to contact the missing - to collect their contact information - to let them know that we exist and what we are doing.

To do this, we recognize that there are two challenges: to communicate who we are and to collect their contact information so they are aware of what we are doing.

#### 1. Collecting contact Information

Given the size of the target group, the biggest challenge is resourcing the search effort. To date, 15 individuals have agreed to act as "finders" - either for their class year or their NRD. Others have agreed to work their contact lists. To move to the next level, we urgently need our directors to step in and either agree to be finders or, if unable, recruit others to be active searchers.

Early in the year, we designed a "Muster" poster asking individuals to "Count Yourself In". The idea was to send it to prospects with the ask that they go to the website and provide their contact data. Asking prospects to go to the website has not worked in generating many sign-ups. In busy times, going to the website is easy to forget or ignore.

Historically, the approach that has proven successful has been directly contacting prospects and asking for their contact information; then passing it to our archivist, Bill Clearihue, for recording. This can be done through "cold calls" and direct e-mail or social media approaches. Asking prospects to spread the word to their contacts carries searching another step.

To be fair, it has been said that a more subtle approach using media messages to build interest has advantages over the direct approach. Different audiences are likely to respond to different messaging and mediums. There is room for an array of techniques.

Action Step: That the Committee approach all directors with a request for their help as finders or, if unable, to help by recruiting others to be active searchers (for late winter 2021).

Using social media on a broadcast basis can be effective for creating awareness. A concern however is that directors and others may have similar lists and the effect is one of "fishing in the same pond". One concern is will social media approaches reach those who left the naval reserve in their early years.

## 2. Communicating who we are

Many post 1967 members have no idea what the UNTDA is. They are unclear who are included as members and question why should they "join". They may question why they should join "another" organization or something they left decades ago.

Given this lack of awareness, we need to be thinking about a marketing initiative to tell our story and the reasons - if they elect to sign up - for being involved.

Four main reasons might be:

1. Connections – people from an important time, camaraderie, bond
2. Alma mater – experience/training, foundational to career success
3. Being counted in – a citizen sailor, part of legacy, belonging
4. Celebrating our contribution – as community leaders, achievements

A prime reason for being connected is to be informed about the 100<sup>th</sup> Anniversary of the RCNR in 2023.

Social media has the potential to play an important role in spreading our message and encouraging engagement and sign ups. For today's media savvy generation, it has greater traction and a wider reach than other approaches.

At the same time, social media platforms require the constant attention of administrators. This too will require resources - do we have this talent in our ranks?

Potential targets can include the naval interest groups on Facebook. NRDs and their alumni associations have platforms.

Ross Connell has offered to ask the Communications Committee if they know of a strong marketing individual who could advise on the most effective techniques for doing this. A member our committee should partner in this work.

Action Step: That the Association seek out approaches - with advisory help - to market our Association and its activities to post 1967 members.

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