



## Report of the Communications Committee for the Board Meeting, March 9, 2021

### Chairmanship

It has been my pleasure to get this Committee under way, but with sea trials complete, it is time to turn the helm over to a permanent CO, and it is my intention to nominate Nick Slonosky at this upcoming meeting.

### Gunroom Shots

Clearly the blossoming of this new communications vehicle has been the singular success story from the Committee, and this is due entirely to the diligence of its editor, Barry Frewer. Bravo Zulu to Paul Seguno for his enlivening cartoons. The second, well-stocked edition was emailed on Feb. 2 and the next one is scheduled for the second week in April.

### Newsletter

Bill's target for his next edition, always eagerly awaited, is the last week in March.

### Web Site

The site is constantly undergoing changes, and areas for improvement are identified frequently, leading to increased demand for a dedicated web master. Currently Ross and Bill make numerous updates, but for the more complicated changes we must rely on our professional (paid) web master. We are unlikely to ever completely eliminate the need for the professional, and his regular support is paid for at the modest rate of \$44 per month. But we really need to recruit a member with more ability and more spare time. This is a priority for the Communications Committee, but help from the Board would be appreciated.

### Introduction of Additional French Language Elements to the Web Site

This is a large job for a volunteer organization and requires the contributions of a number of people whose willingness to turn to has produced the steady flow of results. Hugues, Daniel, Phil (and spouse), Ross. It's not simply a matter of taking text and creating a French version; frequently the English requires modification and review first – another argument for a dedicated web master.

We recently published a French version of the News/Actualités page and in the process, removed some obsolete material and re-arranged other items.

We are currently working on the Photo Galleries page. This will receive a completely new look which will make the page more inviting, and navigation easier as well as translation much simpler.

Pages	Status
Home/Accueil	Complete
News/ Actualités	Complete
Membership/Membres	Complete

Board of Directors	Pending
Committees	In progress
Photo Galleries	In progress
Interactive Lists	Pending
Regalia	Pending
Publications	Pending
Events	Pending
Links	Pending

## Membership Renewals

By the time of this Board meeting, the membership renewals will have been sent out. In keeping with our commitment to bilingualism, the materials are now in both languages. The credibility of the Association and thereby its ability to serve its mission, is strengthened by the consistency of its messages, one of which is the membership renewal process. Rarely are we asked to remove a member from our lists or to stop sending communications, and this is the case because we do not send a stream of emails, and what we do send are useful or entertaining. To keep this up, we need the feedback of our Directors; please review the materials, including those in the membership renewal process and let the Communications Committee know of any missteps. This is all the more important as Roger and Graham strive to establish with the Navy, the benefits of a proper partnership in the planning and execution of the centennial celebrations in 2023.

## Facebook

It would appear that the best way to engage through this medium is with a Facebook Group. We are advised that the set-up should be executed by a professional, but that ongoing maintenance could be managed by an Association member. Daniel, Nick and Paul are working with their contacts to come up with a plan.

## Electronic Signatures

Continuing on the subject of Association credibility, when we communicate by email, our electronic signatures should have a consistent and dignified appearance, especially when communicating with outside agencies like Dnavres. Attached to this report is a page of samples in train to seek board approval of a design, and encouragement if not insistence on its use.

## Committee Membership

The perennial challenge for volunteer committees is the recruitment of effective members. There are three areas crying out for assistance in this Committee, and suggestions from the board would be welcome:

Publications – we need people interested in the Newsletter and Gunroom Shots, to work alongside the current editors, to assist in their work but also to become potential successors.

Web Site – as mentioned above

Facebook Group Convener – as mentioned above

Board members often carry extra duties, and recruiting to the board itself is never complete, so it's my contention that the best source of Committee members is from the membership at large. Perhaps when we are able to mingle (remember that word?) at a UNTDA (or even an NAC) weepers, we can approach individuals at the bar with a proposition – "How would you like to help out ..."

Respectfully submitted

Ross Connell, Acting Chair

Bill Clearihue    Nick Slonosky

Phil Anido       Paul Seguna

Barry Frewer    Daniel Haché