



Report of the Communications Committee for the Board Meeting, September 8, 2020

At the last board meeting, Barry Frewer presented an ambitious Strategic Communications plan. With this as a framework, the Communications Committee has fleshed out a number of tasks, giving priority to support for the Membership and 2023 Committees.

There are a number of items on the current list:

- uncovering and/or reporting on relevant stories in support of the Newsletter editor and for supplemental communications
- adding and updating web site content, and maintaining the site
- introducing French language elements to the web site
- consideration of how best to engage with one or other of the social media
- standardizing messaging to reinforce the Association mission. This may include things like electronic signatures for email bearing consistent tag lines like “Connecting From Coast to Coast/connexion d'un océan à l'autre”
- Support the Newsletter Editor and assist in succession planning
- Understand the various potential channels of communication to “unconnected” members

A volunteer group has to establish priorities and they are currently:

- produce a shorter, more informal publication to increase the frequency of communications with members. Bill Clearihue aims to publish the Newsletter 4 times per year. The additional vehicle will target the periods between newsletters. Directors are asked to keep it in mind that we welcome English and French submissions to the Newsletter as well as Gunroom Shots.
- Publish French language versions of the home and membership pages on the web site
- Appoint/Find/press-gang a permanent chair.

We assisted the Membership Committee with its development of the “Muster” approach to re-connect with members. As part of the initiatives to standardize and thus reinforce our messaging, we helped to institutionalize the “Connections” idea and the phrase “Count Yourself In” in the membership material and on the web site. While we are always looking for new Association members, there are far more existing members for whom the Association is an unknown entity, and current efforts are aimed at making contact with them. It follows, therefore, that we replace our “Membership Application” with something that reflects this activity. The Membership Committee has a mail-out “Muster” document that mirrors its web equivalent.

The new publication has been christened, “Gunroom Shots”. Barry recruited Paul Seguna, former DND senior naval Public Affairs Officer and a graphic artist, initially to design a banner for Gunroom Shots, and he has become a full member of the Committee. Barry has agreed to be the Editor and will speak to this at the Board meeting. His inaugural issue is targeted for the end of September/beginning of October.

The home page of the web site has been translated and reviewed. We are holding it until we are ready with the membership page. The plan is to provide a “Français/English” option button at the top of the home page, with the following statement appearing in a pop-up when “français” is chosen:

“As a national organization, the UNTDA strives to be a welcoming home for all Canadians with a background and/or interest in the Naval Reserve officer-cadet training programs. The strength and vitality of the UNTDA hinges on the connectivity of all its members through the regular sharing of information and participation in activities aimed at ensuring everyone can feel ‘counted-in’.

“To this end, the UNTDA is anxious to improve its appeal and accessibility, particularly to the Francophone constituency, by incorporating more bilingual content in its communications. Important elements of the Website will now be presented in both official languages. Additionally, the Website and Newsletter are inviting contributions and will publish articles and stories in either (or both) official language(s).”

« En tant qu’une organisation nationale, l’Association DUIN du Canada (ADUIN) s’efforce d’être un milieu accueillant pour tous les Canadiens ayant une expérience et/ou un intérêt pour les programmes de formation des élèves-officiers de la Réserve navale. Le dynamisme et la vitalité de ADUIN reposent sur la connectivité de tous ses membres grâce au partage régulier d’informations et à la participation aux activités visant à faire en sorte que chacun puisse se sentir « inclus ».

« Conséquemment, l’ADUIN compte améliorer l’attrait et l’accès à ses programmes, notamment auprès de la communauté francophone, en intégrant davantage de contenu bilingue dans ses communications. Des éléments importants du site Web seront désormais présentés dans les deux langues officielles. De plus, le site Web et le bulletin d’information invitent la contribution d’articles et de récits, lesquels seront publiés dans l’une ou dans les deux langues officielles. »

May we suggest that when directors engage with others on this topic, they either quote this “policy” statement or at least reflect the sense of it in their comments?

Hugues Létourneau has confirmed the proper French equivalents for the following:

UNTD – DUIN
ROUTP – PFUOR
NROC – EORN
UNTDv2 – DUINV2
RESO – PIRO

At some point we will have to consider if we should officially adopt the French equivalent of the name of the Association – ADUIN.

Respectfully submitted

Ross Connell, Acting Chair