

**UNTDA**  
**Strategic Communications Plan**  
**May 2020**

**Background**

In 2018, the University Naval Training Divisions (UNTD) program celebrated its 75<sup>th</sup> Anniversary. Its beginnings in 1943, in the midst of World War 11, reflect the Royal Canadian Navy's (RCN) urgent need for more trained young officers to serve in her ships. The UNTDs, connected to universities across Canada, not only became an important feeder group for the Canadian Navy but also produced exceptional individuals who went on to make notable contributions to Canadian society in many fields.

Today, the UNTD Association (UNTDA) actively serves as the home for preserving and promoting the legacy and continuing contributions of not only the UNTD but also the men and women of its successor training schemes (ROUTP, NROC, UNTDv2, RESO) which generate the make-up of our modern day Naval Reserves.

Currently, the UNTDA leadership is embarked on ways to enhance the Naval Reserves profile by growing its membership and strengthening connections, internally and externally.

To this end the following strategy is designed to help the Association become more focused, robust, and coordinated in its activities.

**Aim**

To strengthen the UNTDA by building on the legacy of Canada's Naval Reserve officer programs as a foundation for the RCN and as leaders in Canadian society.

**Action Objectives**

Raise awareness of the significance of the Naval Reserves in the Canadian fabric, through active communications and outreach activities.

Build interest, camaraderie, and contributions amongst the UNTDA members, through an active and ongoing internal communications program.

Attract new members, especially women and more Francophones, by targeting the 1970s and 80s demographic.

## **Key Messages**

The repetition of key messages is fundamental to reinforcing the identity and mission of the organization and should be incorporated into every communications product and activity. All members should be familiar with a few memorable 'key messages' that they can use and repeat in conversations and written stories.

### **Messages**

- The UNTDA is a proud and committed organization dedicated to preserving the heritage of the Canadian Naval Reserve officer training programs in forging a stronger Canada.
- The Naval Reserve Officer training experience is unique, developing 'citizen sailors' with shared values who go on to become strong contributors and leaders in service to our nation.
- Our common link and foundation is our shared values and experiences shaped by our time or affiliation with the Naval Reserves.
- Fostering the camaraderie and strengthening the ties throughout our organization is key to generating the unity of spirit and action that drives us forward.
- Enhancing our internal communications and outreach activities will create better awareness and understanding of our common mission.
- The UNTDA embraces and promotes the important contributions of women and Francophones in the Naval Reserves and we reach out to them to increase their representation our ranks.

## **Target Groups**

- UNTDA members – core participants and ambassadors in the effort to explain the aim of invigorating the Association and enjoining fellow members to become active contributors by sharing their experiences and participating in support activities
- UNTDA VIPs – essential high profile advocacy spokespersons for our organization and its mission

- Naval Reserve Divisions – partners in providing a link and conduit to active Reservists and their communities
- Naval Association of Canada (NAC) – another generator for our national communications and outreach activities
- Commander Naval Reserves – to participate in collaborative communications and other support linkages
- Other related organizations to be identified as ‘multipliers’ for our messages and activities

## **Branding**

A striking and memorable ‘brand’ is an important communications element that will imprint the organization with a common look and feel in our products and communications messages. The UNTDA badge is an accepted identifier but it could be stylized onto an ocean background with sweeping motion, or other, to make it a less static symbol (to be explored). The brand should invoke the following considerations:

- nautical or naval identifier
- historical link to the future
- a sense of movement-we are an **active** organization

**NB:** The newly developed banner for the membership drive (badge and ship making way) incorporates the above elements and could be adopted as the header for most communications tools and products.

The adoption of a **motto** would provide linkage in our communications initiatives and products. The UNTDA current motto (Learn-Serve-Lead) captures the essence of the naval training path but it is not well known. Moreover, does it fit as part of a new branding scheme that represents the over-arching mission of the Association and its objectives? Some alternative thoughts for a branding motto are offered here for consideration:

- **Perpetuating the Naval Reserve legacy**
- **Building on the legacy of Canada’s Naval Reserve officer training programs**
- **Connecting from coast to coast**

**NB:** Developing a new motto by seeking interactive input from the membership at large would be a binding initiative for the Association. It could be a subject for the President's Bulletin.

### **Tools and Products**

The UNTDA has well-established tools and products that are core to keeping members connected, but they should be refreshed and branded to appeal to a broader audience. These include:

#### **Web Site:**

It will take a web master to set up the web professionally to incorporate new media techniques that would keep the interest and attention of members, and appeal to a younger generation of new members.

In addition to branding, we could gradually animate the currently static web with short self-recorded video (I-phone) story clips, 500-word articles (with supporting pics) from a host of writers, and perhaps audio readings by the authors of their stories.

#### **Newsletter:**

The Newsletter is an essential tool to let the membership and others know of the important news and activities of the organization. Unfortunately, its frequency is sometimes impacted by the difficulty in getting regular contributions. It is resource intensive and will require a coordinator to stimulate and edit the submissions from members. The communications committee will assist the current editor to increase output, beginning at two Newsletters a year (May and November).

#### **Bulletins:**

Bulletins bridge the gap between Newsletters to ensure that quick breaking news and activities of interest are communicated in a timely manner. This should be the President's vehicle to communicate directly with the organization on a regular basis. Bulletins could be sent out as one-pagers by e-mail twice a year (Aug and Feb), and more often as required.

#### **Pamphlet:**

The organization should consider the development of a pamphlet on the 5 Ws of the UNTDA as a basic information tool to complement our outreach initiatives at events, presentations, etc.

**Video:**

The UNTDA may wish to produce a short information video on the organization for use in presentations and for uploading to YouTube. Furthermore, the creation of a video archive of short story experiences by members would give more vibrancy to the shared memories that we are trying to stimulate.

**Events:**

We will want to identify and catalogue upcoming events, such as Remembrance Day Anniversaries, Ceremonial events, Mess Dinners, in order to share information and ensure good representation and support.

**Special Projects:**

The 80<sup>th</sup> Anniversary of the UNTD and 100<sup>th</sup> Anniversary of the Naval Reserves in 2023 will present unique opportunities for the UNTDA to rekindle the pride and spirit of its members and to celebrate and promote the significant role of the Naval Reserve officer-cadet training programs.

**SUMMARY**

This Communications Plan provides a framework for harmonizing the communications activities throughout the organization aimed at keeping the members interested, involved and well-connected while appealing to new members who would like to be 'counted-in'. It identifies some core messaging, branding suggestions and enhancement of our proven communications tools and products. Updating the organization's premier communications vehicle - the Website - with social media techniques, will involve some level of professional support, and a budget.