

Report of the Communications Committee

This last year has been busy and full for the Communications Committee.

The creation of toolkits for the various platforms of communications was one of our major goals. The toolkit project is conceptualized as a living document as many of these tools evolve over time.

4 members attended the Progress Summit and gained insightful information and some broad organizational skills through the event. This conference is well attended and allows us to have influence with broad strokes of the progressive organizations across Canada.

Sitting on ODLC has been an engaging experience for two of our executive and it has helped us to get more recognition within the broader labour movement. Sitting on this labour council has given us access to new allies and garnered us some additional influence in the region. We are building relationships through informed conversation, poignant debate, and asking difficult questions when they need to be addressed.

Coordinating with the Education Committee to co-host 2 major programs to educate members on communication and engagement. The Communications School was an intensive 3-day course that had a little bit for everyone. Some of the courses offered at the school included dealing with the media, effective written communications, and social media basics. The pilot program for leadership clinics has been going well and with some tweaking we are hoping that they will become very powerful tools for developing our networks within the region. We have covered topics such as how to make the PSAC structure work for us, and building networks.

The committee audited the CLC's proposed app to ensure that as many questions were presented as possible. We have also been making efforts to create an app for the PSAC-NCR. The initial phases of this project have been slow but we are striving to complete this project and make the app as inclusive and useful a tool as we possibly can while being mindful of the costs associated with the project.

We have been working on a mapping project for finding and engaging with locals who are less involved in regional matters. Reaching out to these locals

with the intention of engaging them in the affairs of the PSAC is extremely important and has been a difficult challenge to overcome.

Going forward we are examining ways to improve committee communications, updating the toolkits, finding new ways to engage with the broader labour movement, finding new ways to assist members and locals to improve their communications, and finally developing more communications skills within the region to improve the relationship that our union has with our members as a whole.

Shawn Walker,
Chair of the PSAC-NCR Communications Committee