

CANSI Ontario – Communications Director’s Report for 2017-2018

This was my first year as Communications Director of CANSI Ontario. I’ve learned to use the various communications tools and accounts that we have in place, and put them to good use:

- Moveable Type and Flickr for uploading articles to www.cansi.ca
- Basecamp for board and other discussions
- LMS for querying member data
- Google Drive for reviewing existing CANSI Ontario docs and for creating and storing new ones
- Communications@ontario.cansi.ca on Gmail and Google Group for emailing and notifying members of upcoming events

Gavriel aggregated contact information for many cross-country ski clubs in Ontario, and emailed them information about the CANSI Level I Preparation and Certification courses. He provided a poster for them to post, to encourage sign-ups.

I posted five articles on www.cansi.org about the:

- AGM, pointing to registration and information pages
- Level I course, by new instructors Adrienne and Adrian
- Level III course, by John McHutchion
- Level IV course, by Wendy Grater
- Course Conductor session, by JP Lavoie

I used LMS to identify new CANSI members based in Ontario, and I added them to the CANSI Ontario Google Group.

I sent Google Group notifications to all members about:

- AGM details
- Instructor and Volunteer of the Year nomination and voting

I sent targeted emails to board members, attendees of 2017 AGM and attendees of 2017 CC re 2018 AGM, pointing to the AGM article I posted.

In the coming year, I intend to:

- Post final minutes from 2017 AGM, and initial minutes from 2018 AGM in our Google Drive and www.cansi.ca
- Post an article about CANSI Ontario Instructor and Volunteer of the Year on www.cansi.ca
- Discuss with Telemark Programs Director how to assist promoting Telemark in Ontario
- Update Gavriel’s list of cross-country ski clubs in Ontario and contact info
- Create a new poster for Level I prep and certification courses, and send it to clubs

- Send an emails to all CANSI Level II, III and IV instructors inviting them to the Course Conductor weekend with links to CC article (by JP) and the registration page
- Send targeted emails to previous Level I prep course attendees who aren't yet instructors; include links to Level 1 course article (by Adrienne and Adrian) and registration pages
- Send targeted emails to all CANSI instructors (e.g. single email to all Level II instructors), with references to:
 - Appropriate articles by new Level I, III, IV instructors
 - Appropriate refresher/prep courses, including registration
 - Appropriate certification courses, including registration
 - Professional Development courses, including registration
- Investigate new tools: Twitter, Facebook, TeamSnap and others
- Update the Google Group with new members from LMS
- Promote the 2019 AGM by May 1, 2019