**Communications Report**

Nov. 13, 2018

Michele Kramer

* The *Faculty Guide to Social Media* was distributed to Laurier faculty, as well as to Ben Lewis at OCUFA and David Robinson at CAUT (for their information). Feedback from members has been positive.
* The first “new” newsletter was assembled and distributed. Versions of some portions of the newsletter were written up as web-site posts and/or tweets and posted. There has been no feedback, to this point, on the newsletter. I am hoping to have the next one completed for next week (ie. having something “substantial” go out from Communications to members roughly every two weeks).
* A press conference on Bill 47 being held at Queen’s Park by the Ontario University and Colleges Coalition required that I assemble a local media distribution list. This was accomplished with the help of OCUFA – though the list has now been fine-tuned. The result is that I have an email group of approximately 50 names ready to go for any media releases/ contacts. Unfortunately, the Premier’s sudden cabinet shuffle took precedent news-wise on the day the media releases went out.
* I worked with David Monod to fine-tune his letter to members on the cancellation of the Milton (and other) campuses in order for it to be submitted to a news outlet as an opinion piece. I also located the appropriate places for submission. While *The Globe and Mail* was not interested in the piece, I believed that *The Record* had okayed it – though I have not seen that it has been published at this point.
* After some hunting and pecking on the COFAS list, I have found a decent daily news-feed for PSE (OCUFA publishes it daily – though I hadn’t heard of it before now.) I’m now signed on to it.
* I am continuing to work with David Swanston and BU470 on his class’s marketing/ branding project for WLUFA.
* I am continuing to work on a Social Media Strategy which I had hoped to have completed for this meeting of Executive – but may need until the next scheduled meeting.
* In consultation with Sheila McKee-Protopapas, I have stepped down (temporarily?) from two other WLUFA committees (Grievance and Executive) in order to more easily devote time to Communications.

Respectfully Submitted,



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