



2017 Annual Report: Vice-President Communications & Outreach

The Vice-President Communications and Outreach of the ACMLA is responsible for the development and execution of the ACMLA's communications strategy and all aspects of communication on behalf of the Association, including the Bulletin, publications, website, and member discussion list. The following list of officers and committees report to the VP Communications and Outreach; when available, separate reports of activities will also be posted on the Association's website.

Bulletin Editor: Eva Dodsworth
Publications Officer: Larry Laliberté
Webmaster: Kaitlin Newson
Communications Committee: Eva Dodsworth
Larry Laliberté
Kaitlin Newson
Tracy Sallaway (chair)

ACMLA Bulletin:

Eva Dodsworth has continued to fill the role of Bulletin Editor throughout 2016/17, preparing the quarterly publication for printing and ensuring that members and institutional subscribers receive copies of each release. Members can expect to receive print copies of the Bulletin for the remainder of 2017, after which the Bulletin will be moved online. Over the coming months, the Bulletin Editor and VP Communications & Outreach will be coordinating the transition and training required to release the Bulletin as a fully digital publication.

I'd like to extend a huge thank you to Eva for her efforts as well as to all those who serve as column editors, including Tomasz Mrozewski, Andrew Nicholson, Sarah Simpkin, Cheryl Woods, and Barbara Znamirovski. Lastly, a big thanks to all those who have contributed content for the Bulletin over the past year.

Publications Officer:

The Publications Officer distributes publications on behalf of the Association and manages the publications inventories. Thank you to Larry Laliberté for agreeing to continue in this role.

Webmaster:

Kaitlin Newson continues to provide significant expertise in her role as Webmaster for the Association. Kaitlin has been working on a number of initiatives throughout the past year, including:

- Ongoing maintenance, content and style updates for the Association's website;
- Implementation of HTTPS support for improved security;
- Creation of the Carto 2017 conference website, which is once again hosted on the ACMLA-ACACC domain (<https://acmla-acacc.ca/carto2017>);
- Posting all conference website code publicly on Github for improved collaboration and version control (<https://github.com/kaitlinnewson/carto2017>); and
- Evaluation of website content in preparation for a future redesign.

Communications Plan

A draft communications plan is near completion and will be released first to the Communications Committee and Executive and then to the membership at large for review and comment throughout the summer months. The plan identifies a number of strategic actions focused on streamlining the Association's communications, including leveraging existing channels and embracing new methods of outreach. The plan will identify performance measures and will be considered as a living document with an annual review cycle to assess progress and identify new goals and priorities for the Association on a yearly basis. The goal is to have this initial communications plan in place by September 2017 so as to begin implementing some of the recommendations throughout 2017/2018.

Member Discussion List

A huge thanks to Sarah Simpkin for continuing to manage the member discussion list at University of Ottawa. At just over 100 members, the list continues to be a key tool for sharing professional dialogue and key messages and updates with the entire ACMLA membership.

Respectfully submitted,

Tracy Sallaway
Vice-President Communications & Outreach
ACMLA/ACACC
June 20, 2017