

# MRFA Secretary's Report for May 13, 2011

by Rod Corbett 403.440.6220

## MRFA Communications Committee

- The Communications Committee will provide liaison for the purposes of communicating the activities of the Executive Board, the Association and its Committees and other information likely to be of wide interest for the membership.
- The Communications Committee shall develop strategies and determine appropriate media for communicating information to the membership.

The members of the committee are:

- Rod Corbett - Chair
- Chantelle Anderson - Executive Assistant
- Allison MacKenzie
- Nathan Ackroyd
- Michele Holmgren
- Kit Dobson

Accomplishments of the Committee this year:

- Established and refined a policy to guide MRFA communications
- Administered a communications survey to members and received over 200 responses
- Provided each member with an MRFA 45th Anniversary commemoration keyring.
- Working with Department Communicators.
  - This new channel of communications proved to be a valuable success
  - Many important communications were distributed through this channel including the 45th anniversary key rings, member feedback surveys and promoting attendance at the MRFA general meetings.
  - Met twice with Departments Communicators over waffles to coordinate activities.
- Launched new MRFA Group on Facebook
  - This is a private group for sharing and discussions with MRFA members.
  - All members are invited to join this group. Go to <http://on.fb.me/hIA6xc> to join. A Facebook account is required. It is free.
- Developing New Promotional Assets that will be used in various promotional opportunities
  - Stand up banners that can be use at MRFA events.
  - A library of photographs is being developed for use on these banners and other communications.
  - New MRFA Logo crests.
- Continuing Electronic Communication Activities
  - Completed ongoing adjustments to the [mrfa.net](http://mrfa.net) website in response to member feedback.
  - Monthly report of news and reports of MRFA activities. Including monthly reports from the President and other officers and committees.
  - Weekly bulletin announcing upcoming events and meetings.
- Maintained two printed communication vehicles:

- An Information Card about the MRFA with current contact information for distribution to all members.
- A three fold brochure with general information about the MRFA for all members, especially new members.