

“Talk it Out” Workshops, October 5, 2019
Communications Strategies
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1. Members joined the Communications roundtable to discover practical information about:
 - Email
 - Newsletters
 - Websites
 - Graphics
 - Social media
 - Marketing CFUW

Conclusion from discussion:

- Need consistent message and image for CFUW (Branding)
 - Explore the possibility of developing a single website for all clubs (across the country)
 - Learn how clubs communicate with different audiences
 - How do we attract younger members? Suggested National run focus groups.
2. What makes CFUW unique, what is our USP (unique sales proposition or unique selling point). Members come to us because of our:
 - Education emphasis
 - Scholarships
 - Fellowship
 - Interest groups
 - Friends
 - Not for leadership opportunities
 - One club has committees – communications, social media,
 - One club is working with UofT [information architecture](#) professor, having students analyse website.

Take-home messages

- Lack of confidence with technology.
- Desire for mentoring in this area
- Education, study group, webinar, online forum
- We need to:
 - Define commonalities
 - Find a way to share technical knowledge
 - Suggested a learning portal, resources for clubs

Next steps

- Introduce a Technology Q&A Section in OC News.
- Create closed, private OC Facebook Group to use for sharing and discussing communications technology resources and issues (easier than creating an online forum).