

***Agenda Item 4(c)***  
***May 16/23 EOC Meeting***

**Update from Media & Advocacy Committee Chair, Jacqlyn Marcus**

The Media & Advocacy Committee would first like to extend a warm welcome to its newest member Stephanie Kotani, Director Strategic Initiatives at Scotiabank. Welcome!

The committee has several updates for the EOC, which will provide a view as to its activities and actions over the coming two quarters.

1. Operatic Agency Statement of Work:
  - a. Following review by the committee earlier in the year, the SOW was signed and is being executed. Operatic Agency is currently working on content for our Google my Business profile page.
  - b. A significant budget item is the development of an educational video for the website. The committee will brainstorm and discuss options over the summer.
  - c. Operatic Agency is also looking to optimize website news & events page to make searching and easier, and to support direct links from social site to individual events or webinars.
2. Update on Issues with Website Backend
  - a. The current back-end hosts member-only information, such as content and notes from EOC and Board meetings. The platform used today requires regular updates, which are both time-consuming and cost prohibitive. Operatic Agency is to provide an alternate content management system which can be easily updated and maintained by CAFII staff. Budget is not assigned, and prior approval of the Board will be sought once a proposal is finalized.
3. LinkedIn Page:
  - a. The CAFII LinkedIn page is performing well, with an increase in followers from ~30 to ~155 followers this year. The page brings important awareness to CAFII's efforts for consumers and members, and the committee believes we can and should do more to increase presence and penetration. The committee will discuss further efforts at an upcoming meeting. **Please follow, like and share the CAFII LinkedIn page and its content with others in your network.**
  - b. Edits to the Association's profile were made to make the page more searchable.

The committee will continue to meet quarterly, with *ad-hoc* meetings scheduled throughout the year to address immediate business or initiatives.

Regards,  
Jacqlyn Marcus

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