

***Agenda Item 4(c)
April 25/23 EOC Meeting***

Media Advocacy Committee Written Update

- A final review of the 2023 Scope of Work from Operatic Agency was reviewed with the full Media Advocacy Committee in a meeting on March 27/23. The Committee was aligned with the scope of work as provided, which was subsequently signed off on, for approval, by Keith Martin.
- We are also in discussion with Operatic Agency to scope and update the secure, password-protected, members-only back end section of the CAFII website. This is where members go to access EOC and Board-related documentation. The back end is older and requires updates beyond what the current platform can handle. A well-functioning member portal, which can be managed and updated by CAFII internally will be an asset.
- Efforts continue to build CAFII profile and followership on LinkedIn. An email requesting engagement was sent to key stakeholders including the Board and EOC members early April. This resulted in 40 new followers to the page. A second email targeting external stakeholders is being planned.
 - In that connection, we continue to ask **for your support** to help grow and expand awareness of our CAFII LinkedIn page by liking and following our page, and inviting others with an interest in CAFII to do the same: [CAFII LinkedIn Page](#).

Jacqlyn Marcus, Chair, Media Advocacy Committee