

COMMUNICATIONS COMMITTEE UPDATE

CC IUCN AGM - January 24, 2019



2018 AGM RECAP

1. **Member Survey**
2. **Communications strategy based on results**

WHAT DO YOU FIND MOST VALUABLE ABOUT BEING CCIUCN MEMBERS?

- **Networking/ making connections**

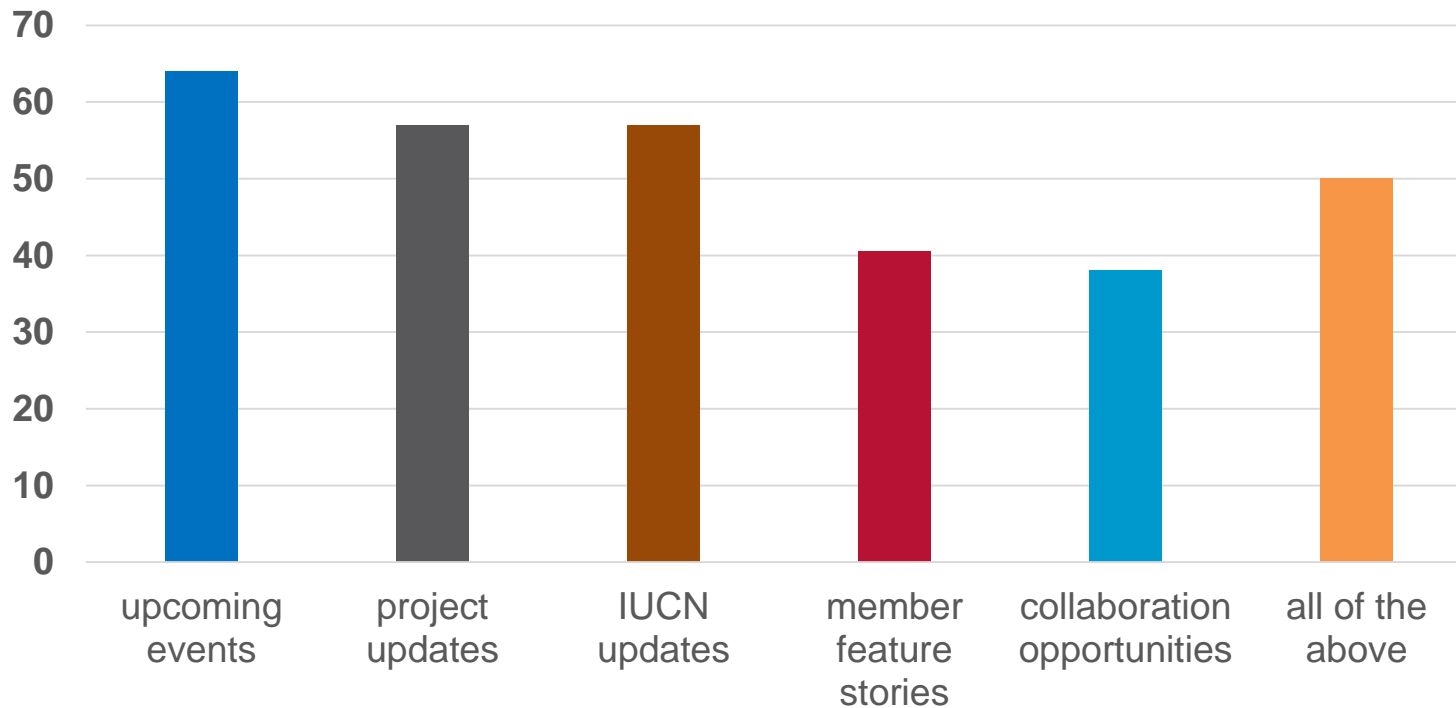
WHAT DO MEMBERS WANT TO SEE THAT WE ARE CURRENTLY NOT DOING?

- **Updates/outreach to members**
- **Concrete ways for members to be involved**
- **Improved website and more email contact through listserv**

SURVEY RECAP

COMMUNICATIONS SURVEY

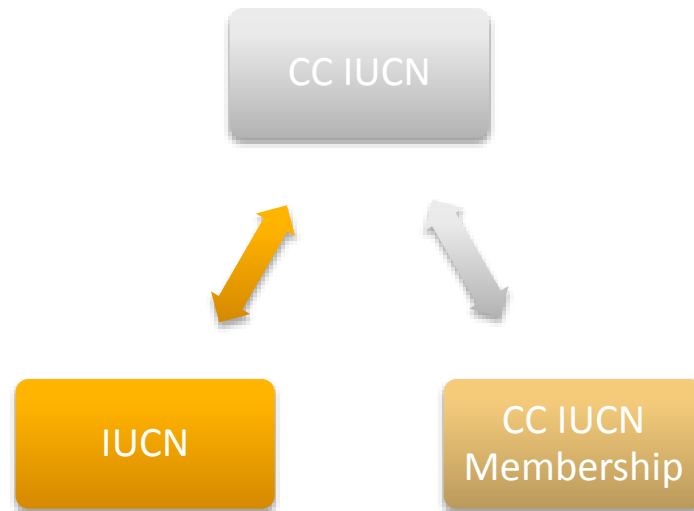
What do you want CCIUCN to communicate with you about?



- 1. Listserv – GoogleGroups**
 - Contact Us on CC IUCN website
- 2. Website updates**
 - Phase I complete, more updates to come
 - Ongoing updates to CC IUCN priorities
- 3. Existing communications materials review**

2019 PLANS

1. Informing and involving members in priority areas
2. Increased linkages with IUCN and CC IUCN membership's communications efforts



3. Biodiversity Communications Deficit in Canada
4. Sharing members' successes and stories

2019 PLANS

- Interested in supporting?



THANK YOU!

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