

Report of the 2nd Vice President

British Columbia Government Retired Employees' Association 2024 Annual General Meeting

A new pathway:

This past year has revealed a considerable gap in communication between us and our membership. It might have gone unnoticed by most, but what we should have done is outlined below.

Creating a new pathway for successfully publishing information to our membership involves a strategic approach that is needed now. While some measures have taken place, they could have been done better. I learned of a step-by-step guide to help establish this pathway and share it with you in hopes you might decide to help and support us:

1. Identify Your Audience

- Understand the needs and preferences of your membership.
- Segment your audience if necessary (e.g., by interests, demographics).

2. Define Key Objectives

- Establish what you want to achieve with your communication (e.g., engagement, education, updates).

3. Choose Communication Channels

- Select the best channels for your audience, such as:
 - Email newsletters
 - Social media platforms
 - Website updates
 - Mobile apps
 - Webinars

4. Create a Content Calendar

- Plan and schedule content in advance.
- Include various types of content (articles, videos, infographics) and topics.

5. Develop Consistent Messaging

- Ensure that your messaging aligns with your organization's values and mission.
- Maintain a consistent tone and style across all platforms.

6. Encourage Member Engagement

- Invite feedback and participation from members.
- Use polls, surveys, and discussion forums to foster interaction.

7. Monitor and Analyze Performance

- Track key metrics (open rates, engagement levels, feedback) to assess the effectiveness of your communications.

- Use analytics tools to gain insights.

8. Adjust and Improve

- Regularly review your strategy based on feedback and performance data.
- Be open to experimenting with new formats and channels.

9. Provide Training and Resources

- Equip your team with the necessary skills and tools for effective communication.
- Offer resources for members to enhance their engagement.

10. Celebrate Successes

- Share successes and positive outcomes with your membership.
- Highlight contributions and achievements within the association.

I hope that developing a new pathway will be helpful and provide a better link to all our members.

A Fond Farewell:

As I prepare to step aside and say goodbye, I want to express my heartfelt gratitude for the time I've spent with all of you. This association has been enriching, filled with shared experiences and wonderful connections.

Thank you for your support, friendships, and memories. I'll cherish them always. Your contributions have been invaluable, and I wish you all continued success and joy in your future endeavours.

I encourage everyone to consider how they might help with our communications pathway. If you are interested in helping, contact the President.

Adieu,

Patrick Harkness
2nd Vice President
