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## CAUCE Communications Committee Annual Report 2025-2026

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### 2025 – 2026 Goals

The Communications Committee focused on evolving CAUCE's communications approach from primarily tactical promotion to a more strategic model that supports advocacy, thought leadership, member engagement, and storytelling.

#### Key priorities included:

- Developing a Strategic Communications Approach aligned with CAUCE's Mission, Vision, and Values
- Establishing a sustainable annual content and communications cycle
- Creating a framework for collecting and sharing Continuing Education (CE) impact stories from across Canada
- Supporting the Executive's advocacy and thought leadership objectives
- Conducting a comprehensive review of CAUCE's website content and user experience
- Growing awareness and engagement through social media and digital communications

### 2025 – 2026 Highlights

#### Strategic Communications Approach

The committee worked closely with Executive Liaison Ewa Wasniewski to develop a Strategic Communications Approach for CAUCE.

- Advancing CAUCE as a national voice for university continuing education
- Building a CE story ecosystem that highlights the impact of continuing education across Canada
- Aligning communications with CAUCE's annual cycle, governance priorities, and strategic objectives
- Creating sustainable processes that balance impact with available resources

#### Annual Communications and Event Calendar

A rolling 12-month Strategic Communications and Event Calendar was developed to align communications activities with:

- Conference and awards programming
- Professional development initiatives
- Research and advocacy activities

- Governance milestones
- Member and institutional success stories

The calendar provides a foundation for coordinated communications planning and future content development.

### **CE Impact Stories Initiative**

The committee began developing a CE Impact Stories framework designed to generate and share stories from member institutions. This initiative will continue into 2026–2027.

Work completed included:

- Development of a draft impact story intake form
- Initial discussion of story review and approval processes
- Planning for pilot testing with another CAUCE committee
- Identification of opportunities to leverage Deans and Directors to encourage participation

### **Website Review and Audit**

At the request of the Executive, the Communications Committee conducted a comprehensive review of the CAUCE website following its migration to a new platform.

Committee members reviewed assigned sections and provided recommendations focused on:

- Content clarity and readability
- Audience alignment
- Website navigation and user experience
- Consistency of tone and voice
- Opportunities to strengthen CAUCE's value proposition

### **Conference Storytelling and Social Content**

The committee supported conference communications planning and explored new approaches to content creation.

Highlights included:

- Development of award-winning interview questions and video concepts
- Creation of a conference content plan focused on presenters and award recipients
- Support for capturing authentic stories and member experiences at the annual conference
- Exploration of podcast and interview-based storytelling formats
- Media and Thought Leadership

The committee supported CAUCE's participation in external thought-leadership opportunities, including developing content for MediaPlanet's Apprenticeships & Skilled Careers campaign, published through the National Post network.

The article highlighted the role of continuing education in workforce development, reskilling, lifelong learning, and addressing Canada's evolving labour market needs.

## **Social Media and Digital Engagement**

Social media engagement continued to grow significantly throughout the year, reflecting increased visibility, stronger audience engagement, and a more coordinated content approach aligned with CAUCE priorities and events.

### **Highlights include:**

- CAUCE's LinkedIn community grew to 2,480 followers, representing a 56.8% increase year-over-year
- Increased focus on conference promotion, presenters, award recipients, and member-focused storytelling

Conference photography and social media presence were given special attention during CAUCE 2026 in Halifax, resulting in strong engagement and visibility throughout May.

### **Key metrics included:**

- 31,485 impressions - (increase of 79.2% from the previous month)
- 1,006 reactions - (increase of 105.7% from the previous month)
- 81 comments - (increase of 37.3% from the previous month)
- 21 reposts - (increase of 50% from the previous month)
- 494 page views - (increase of 135.2% from the previous month)
- 265 unique visitors - (increase of 165% from the previous month)

## **Looking Ahead**

### **Priorities for 2026–2027 include:**

- Finalizing and operationalizing the Strategic Communications Approach
- Launching and evaluating the CE Impact Stories initiative
- Implementing elements of the website review recommendations
- Establishing communications KPIs and measurement frameworks
- Continuing to strengthen CAUCE's role as a national voice for continuing education
- Expanding opportunities for storytelling, advocacy, and member engagement

The committee believes the foundational work completed this year positions CAUCE to communicate its impact more effectively and to better connect members, institutions, and stakeholders through shared stories and strategic communications.

### **Committee Membership 2025–2026**

|                                    |   |
|------------------------------------|---|
| Alison Adair (Chair)               | Marketing & Communications Manager, Western Continuing Studies  |
| Ewa Wasniewski (Executive Liaison) | Executive Director, Learning Innovation and Professional Studies, Concordia University of Edmonton          |
| Kassie Burkholder                  | Executive Director, Corporate & Continuing Education & Product Development, NAIT                            |
| Karen Hamilton                     | Assistant Director, Marketing and Enrolment, McMaster University Continuing Education                       |
| Greta Perris                       | Director, Career and Professional Programs, Simon Fraser University Continuing Studies                      |
| Mary-Eleanor Power                 | Director, Marketing & Communications, Faculty of Open Learning & Career Development, Dalhousie University   |
| Derek Tannis                       | Associate Dean of Student Success and Enrolment Management, McGill University. School of Continuing Studies |

### **Acknowledgements**

Thank you to the members of the Communications Committee for their time, expertise, and commitment throughout the year.

Special thanks to Ewa Wasniewski, Executive Liaison, for her guidance, leadership, and collaboration in developing the Strategic Communications Approach and annual communications framework.

The committee extends its appreciation to Elizabeth Eberts, CAUCE Social Media Coordinator, for her ongoing work developing content, managing channels, and supporting committee initiatives.

Submitted by:

Alison Adair

Chair, Communications Committee