



Community Engagement Portfolio Annual Report 2019-2020

Chairman of Community Engagement: Anne Seigmiller

PORTFOLIO OBJECTIVES 2019-2020

- This portfolio was reconfigured and established in April 2020
- Identify and prioritize key areas of importance within the portfolio and prioritize potential action items to improve outreach to Branch Members and the community
- Created a successful platform for cross-portfolio endeavours with the Director of Communications

Comments of Achievement Status

- Assisted with set-up and content for the Branch's Facebook page
- Collaborated with the Communications Chairman to create a proposal for the upcoming 125th Gala
- Initiated the concept and designed a proposal for the 1st Annual Navy League Run, a Branch fundraising initiative to encompass participation amongst the Branch as well as its corps.

Recommendations for 2020-2021 Objectives

- Plan, coordinate and execute outreach events to promote the Branch within the community at large
- Develop and maintain a relationship and database with current Branch sponsors
- Work within the community to establish further relationships and increase potential Branch sponsorships
- Collaborate further with the corps level to increase the Branch's presence and understanding of its role among the Corps and parents/guardians
- Create an email platform in collaboration with the Communications portfolio to establish direct communication within the Branch and its Corps
- Plan and execute events within the Branch and Corps to increase a sense of community and support

ISSUES AND CONCERNS

- COVID-19 continues to be a concern and could potentially cause further disruptions to the way the League and Corps move into the upcoming training year. This could result in the need for adaption and creativity in all areas of the portfolio

RECOMMENDATIONS (General)

- Increase communication at the Corps level to help strengthen the Branch's ongoing and increased support and engagement
- Gain a full understanding of the Branch history and community engagement to better assist and foster successful collaborations and sponsorships within the community

SUMMARY

In the upcoming year, this portfolio has great potential to create and strengthen engagement on many levels. Since March of this year, the Branch and it's Corps have been faced with rather difficult and circumstances due to COVID-19, which will only heighten the need for this particular portfolio to bring forth new and inventive ideas to help assist the growth and continued success of the Branch and its supported programs going into 2020-20201 training year.

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