



## Community Engagement Portfolio Annual Report 2020-2021

Chairman of Community Engagement: Anne Seigmiller

### **PORTFOLIO OBJECTIVES 2020-2021**

- Identify and prioritize key areas of importance within the portfolio and prioritize potential action items
- Create unique ways to engage and adjust with pandemic restrictions placed on the League, Falkland and Kingsmill
- Created a successful platform for cross-portfolio endeavours with the Director of Communications

### **Comments of Achievement Status**

- Assisted with content for the League's Facebook page
- Collaborated and assisted the Communications Chairman and planning committee with the 125th Time Capsule project
- Planned and executed the 1st Annual Navy League Run, a league fundraising initiative to encompass participation amongst the League as well as its corps

### **Recommendations for 2021-2022 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 League sponsorships
- Collaborate further at a corp level to increase the league's presence and understanding of its role, among the Corps and cadets
- Create an email platform in collaboration with the Communications portfolio to establish direct communication with the League and its Corps
- Plan and execute events within the League 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 League's ongoing and increased support and engagement
- Gain a full understanding of the League's 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 strengthen engagement on many levels and bring forth new and innovative ideas to help assist the growth and continued success of the League and its supported programs going into 2021-2022 training year.

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