



## Communications Annual Report 2019-2020

Director of Communications: Marc Viau

### **PORTFOLIO OBJECTIVES 2019-2020**

- Assume Director of Communications portfolio and rebuild it from the ground up
- Identify communications priorities to assist in guiding the above
- Establish Branch social media presence across appropriate online channels
- Absorb responsibilities from vacant webmaster portfolio
- Begin planning 125<sup>th</sup> anniversary event

### **Comments of Achievement Status**

- Was only nominated to the role in March but have adapted quickly
- Many of the current and ongoing communications initiatives now in place are reactionary to the ongoing COVID-19 crisis
- Other communications initiatives are tailored to the immediate issues of importance for the day in question in the absence of a full communications plan

### **Recommendations for 2020-2021 Objectives**

- Continue Navy League 125<sup>th</sup> messaging initiatives for the remainder of 2020
- Continue to respond to ongoing COVID-19 situation and other crisis situations as required
- Continue with regular social media efforts and website updates
- Continue planning 125<sup>th</sup> anniversary gala and other upcoming events
- Identify communications priorities for the Ottawa Branch as 125<sup>th</sup> begins to wind down
- Use the above to guide the creation of 2020-2021 communications and social media plans
- Continue with weekly meetings and strengthen existing relationships with communications colleagues at the National Office
- Continue working closely with the Chair of Community Engagement and hold meetings with the same as needed
- Identify and establish the same with communications representatives from Ontario Division
- Overhaul Branch website to enhance search engine optimization (SEO) and bring it in line with World Wide Web Consortium (W3C) Accessibility Standards
- Identify opportunities for additional presence across social media channels
- Establish email management system for Branch-specific communications with members to reduce reliance on Corps outreach

## **ISSUES AND CONCERNS**

- A potential second wave of the COVID-19 pandemic may force the 125<sup>th</sup> gala to pivot to a virtual event
- A potential second wave may also severely affect communications priorities for the coming year, making the recommendations contained within any communications and social media plans to be highly tentative
- Ultimately, communications initiatives will need to remain flexible to accommodate any unforeseen circumstances resulting from a second wave

## **RECOMMENDATIONS (General)**

- Increased dialogue between both Corps and the Director is highly recommended in order to ensure consistency of messaging at all levels
- Further dialogue between the Director, the Executive, and other Council members is also critical for effective execution of communications initiatives
- The Director must be seen as an essential member of the Branch in general and Council in particular, with a strong emphasis on receiving information from the Executive
- As official spokesperson and public face of the Branch, the Director must be in a position to respond to potential member, media, or other inquiries. The more information the Director has, the better

## **SUMMARY**

Despite – or perhaps even because of – the current global pandemic forcing the cancellation of all cadet activities for the remainder of the year, the new Director of Communications has nonetheless been successful in rebuilding the portfolio and has established a close working relationship with the Chair of Community Engagement. Likewise, he has also established regular contact with the communications department at the National Office in order to facilitate cooperation between both levels, and to identify potential areas of importance for the comms department.

Though challenging with so many uncertainties, planning for the 125<sup>th</sup> anniversary gala will – pending approval from the Executive – continue, leading into future comms initiatives as the 125<sup>th</sup> winds down.

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