

2019 Communications Committee report

First, I wanted to thank the members of the communications' committee – Lauren Bosc, Suzanne Ketteley, and Suzanne Clavette – for volunteering their time to sit on the committee, and for their valuable contributions throughout the year.

As you may recall, the Communications' Committee was formed in order to establish a strategy to best communicate the JIIF proposal to our members, partners, stakeholders, and funders. In its inception, therefore, much of the committee's efforts were directly related to that initiative. I can say that it was at least partially successful in its earliest inception in that it secured CALJ funding for two projects: one of which is the CALJ-RAP; the other was related to professional development training.

The Committee found that communications more broadly could use some attention: The website has not been updated in a few years, the Lisetserv, though a key feature of the CALJ membership remains a somewhat antiquated form of communication, and more needs to be done to maximize the use of our social media platforms. That is not to mention the increased importance we have been placing – and will continue to place – on advocacy: Finding ways to raise the voice of CALJ remains a top priority and we are working to improve two-way communication between the Board of Directors and the membership.

The committee's first matter of order was to draft the committee's terms of reference to formally establish the committee's objectives, procedures, and protocol. You may find the terms of reference on the website, but a copy should be included in your AGM documents package.

The Committee took a bit longer than expected to get up and running, since we initially worked towards developing a partnership with the Federation to help devise a more robust and effective communications strategy. We are pleased to report that we held several meetings with various members of the Federation and their staff to work towards communicating the value journals bring to the academic community on the one hand and the challenges Canadian journals face in the current environment. With the help of the Federation and a few member journals, the Communications Committee has produced a draft document that highlights these issues by drawing up concrete language that can be used in our communications strategy.

Over the course of the year, we improved our social media presence, especially Twitter. We have a decent base of followers on our platforms, and we have been using them to provide members with updates from CALJ, to share news within the industry that would be directly relevant, and to engage with the wider community. Moving forward, we will look to increase our social media presence. If you have not done so already, please do follow us on Twitter and Friend us on Facebook. We are looking towards establishing a Facebook Group that will serve as a closed "members-only" area where members can engage with conversations on matters of interest. The

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idea is that the Facebook group will complement the Listserv. If member feedback proves favorable, we will devise a house code of conduct to ensure the Group remains a safe space where members can freely discuss issues of relevance and potential concern.

We will also work towards improving our website, which will include general functional and stylistic improvements, a “members” page, and will ensure we are compliant with accessibility regulations.

We also sought to – and will continue to – improve our media relations. We met with journalists to discuss the state of scholarly publishing in Quebec, which unfortunately, was edited and did not include direct quotes from the interview. With the help of Letitia Henville who provided a session on editing on Friday, we published an opinion piece in the virtual pages of University Affairs. You may find the article, which was published Tuesday, on their website.

We worked closely with the Professional Development Committee to spread the word about our first-ever webinar, which was a resounding success, I am confident of saying! The webinar “maxed-out” our technologies capabilities with over 50 participants.

We would like to end our report by thanking all those who helped the committee by spreading the word about CALJ. One of the main concerns we had was to ensure CALJ remained visible – a strong voice for the Canadian journals community. We would like to encourage members to provide feedback all and any matters pertaining to communications.