

Hi everyone, so I've been the Communications officer for UWFA for one year now, and I thought I'd review a little bit of what we've been up to this year. First off I want to thank our outgoing Comms officer Lisa Sinclair for giving me invaluable experience on her communications committee and advice before she left. I'd also like to extend my thanks to my excellent team on my communications committee, including Justin Friesen, Carla Manfredi, Melissa Funke, Matthew Flisfeder in the Fall term, and Chris Wiebe in the Winter term. Thank you also to Jay and the Membership Committee for planning exciting solidarity and social events that we were able to promote to our members, complete with flashy posters.

One of our main goals this year was to revive the UWFA newsletter which we've done, and we produced a Fall issue and a Spring issue, which you can grab today and will be in your mailboxes soon. We've called it The Crow's Nest and we're very happy to include a submission if you have one, so get in touch if there's something you'd like to see in it. We're currently batting around the idea of a summer issue that could include some short pieces from members about their research or community work, so stay tuned for that.

Something that was central to our objectives this year also was getting our membership comfortable with the idea of potential job action, and doing it quickly. To this end, we formed the Job Action Committee helmed by Carla Manfredi, and we worked closely together on a communications strategy that included developing consistent content on our new Instagram account, which has rapidly gained about 200 followers now and has increased our engagement both in terms of member-facing communications but also our public-facing image. We attended the CAUT strike preparedness workshop that built on what I had learned in their Media & Communications workshop, and we also liased closely with the CAUT labour relations team right up until the agreement was settled. We feel confident and prepared to launch job action should the need arise in future collective bargaining rounds.

A huge thank you to Marissa, Lisa, and Peter for their support as I stepped into this new role this year and learned a lot as I went along, and thank you to the Executive for their warm welcome also. Happy to take questions.

Alyson Brickey, UWFA Communications Officer