Vice President of Public Affairs & Public Relations Annual Report – May 2013

After a very busy year in 2011-2012, this year was a bit tamer.  The PA & PR Provincial Committees met in late September to in order to coordinate and clarify roles and responsibilities.  I attended this meeting as Chair of the provincial Public Affairs Committee. It was also suggested that the PA committee merge with the PR committee to better align the mandates to those of Local PA/PR agendas.  I then attended the Communications Conference where issues around member contact and engagement were at the forefront, along with discussion of how to promote the profession.

On December 11 the local PA/PR committee met (Jo-Leigh MacPhee, Jane Height, Natalie MacIsaac, Isaac Schurman, Francesca Crowther and Mike Cameron) and we discussed ways to improve member awareness – we tried to schedule a public skate but were unable to get ice time at times that would be meaningful and accessible to our membership.  There are tentative plans to schedule a similar event for next year.  We also scheduled for a member from the PA/PR committee to be in attendance at all board meetings to represent the NSTU Kings Local.  We did discuss Bill C377 and the issues around privacy and publication of information.  The vote was held the next day and was passed.  We also sent out holiday greeting cards to all elected officials (Board members, MLAs and MPs)

An election is anticipated soon, and as such, the committee will remain in place until next year’s committee takes over.  If an election is held, the plan is to organize or sponsor a regional debate (or debates) or meet & greet to bring educational issues to the fore of discussion.

Respectfully Submitted,

Jo-Leigh MacPhee

VP PA/PR 2012-2013

Kings Local NSTU