

# CUCCOALink



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## Message from Your President

Dear Members,

I hope that you are all doing well and keeping positive as we start to see lots of vaccination take place in our respective provinces. There are still many unknowns, but we seem to see light at the end of this challenging year.

As usual (well not quite as usual because we met virtually) the board of directors met for a longer spring meeting at the beginning of March. This is when we made the difficult decision to reschedule the 2021 conference in Fredericton to 2022. We will once again organize a virtual conference full of great professional development and networking opportunities. The planning committee is in place and has met already once in March.

During that spring board meeting one of the things we discussed is the CLIPS newsletter. Based on the results of a survey that you answered back in August 2020, 50% of you were satisfied with CLIPS while 43% did not read it. As we would like this newsletter to be a tool that you use, we decided to change it a little and make it more concise for you. We realize that it was very long and at times quite repetitive between the different articles. Each board member will provide a higher level update and we hope to send the newsletter out 4 times rather than twice a year with more timely information. Please let us know if you like the new format or how it can be improved as we thrive to serve our members as best we can.

Thank you for answering a volunteer survey in February. Based on the comments, it appeared that it would be useful to have job descriptions for the volunteer roles available with CUCCOA. We are almost finalizing them now and will share them soon.

Lastly, we will be using the NEWS features on both the new CUCCOA.org and Connect on Campus websites to regularly update you and the public on what's going on. For example, we will be attending the CSTA tradeshow in April and we want you and the public to know we will be there!

#### About the membership and its benefits

We are happy to report that we have 73 primary and 76 supplemental members renewed to date, for a total of 149 members! Though we understandably lost some supplemental members due to the impact the pandemic has had on institutional budgets, we are pleased that 87% of institutions have been able to renew so far. There is value to membership and a full list of member benefits and perks are available at CUCCOA.org member site at [https://cuccoa.org/Benefits\\_of\\_Membership.html](https://cuccoa.org/Benefits_of_Membership.html)

#### We think one of our most valuable benefits is our Mentorship Program!

New members are paired with a mentor to act as a resource, guide, and support, and to help them get the most out of their membership with CUCCOA. So far this year we have 5 pairings and have room for more! To sign up or for more information contact Yuri at [yuri.gidge@mun.ca](mailto:yuri.gidge@mun.ca)

*Marie-Claude Renaud*

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## **Update from Your Secretary-Treasurer**

The 2021 Call for Awards Nominations went out in March. [Click here to nominate](#) a deserving member for one of our three awards presented annually at our national conference:

- Rising Star Award
- Member's Choice Award
- Award of Excellence

Finances for the fiscal year 2020-2021 continue to be healthy with us on track to end the year in a budget surplus. We have seen a number of cost savings through the year as a result of many of our activities moving virtual including fewer credit card fees, and holding our board meetings virtually in both the fall and spring among other items.

*Brianna Donovan*

## **Update from Your Marketing Director**

A reminder to please send over your Social media posts. Monthly reminders are sent to all members with instructions. To view your submitted posts, please visit us on Facebook, Twitter and Instagram.

Interested in knowing a little more about what we are doing on the Marketing side? Be sure to join us for the Speaker Series in May where I will tell you everything we are doing for our members and answer any questions you may have.

Our partnership with Unique Venues is going strong and we can expect to see our first banner ad next month! CUCCOA will be featured in April, May and June and again in October, November and December. If you are interested in their free webinars, please click [here](#).

If you're not following us on Social Media, please do!

*Jessica Petrella*

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## Updates from Your Regional Directors



The Western Regional meeting was held virtually on the zoom platform February 2 & 3rd. We had approximately 34 people in attendance during our 2 -1/2 day meetings. Our theme for this regional was Adapt-Recover-Succeed - this theme was fitting given the situation that all of our members are finding themselves in. We were able to provide programming that spoke to these points, from Erin Walton's engaging session to roundtable discussions that further built on these topics. We ended day one with a BINGO game which was super fun and prizes were given to the winners!

Day two started off with our Western regional meeting and then we moved into a panel discussion, moderated by Anthony Falls. The panel was made up of Brent Mann-Events, Dillon Andrus-Guest rooms, Lorian McGowan-Food. The panelists took questions from the audience as well as from the moderator. The conversation was engaging and providing lots of information on these three perspectives. We finished off the day with a fitting presentation from Justin Ankenmann, SFU MECS who walked us through the process that SFU took on to pivot to providing a virtual platform for their campus for in house and external clients.

The regional meeting couldn't have been possible without our amazing volunteers! Thank you to:

Lisa Kanavaros, UBC Vancouver  
Anthony Falls, MacEwan University  
Maaik Ammerlan, UBC Okanagan  
Jennifer Cowan, Simon Fraser University  
Hayley Stefanek, Simon Fraser University  
Kelsey Garner, University of Regina

*Sarah Johnston*

# CentralLink

Central Region held its virtual Winter Meeting “Navigating Uncertain Waters Together” on February 8th and 9th with approximately 55 individuals in attendance. This event would not have been possible without the hard work from our planning committee. A huge thank you to:

- Holleigh Baldwin, Fanshawe College
- Nicole Braatz, Queen’s University
- Marie-France Watson, Concordia University
- Richard MacIsaac, RCC – Seneca College Residence – Newnham Campus
- Laura Dimic, St. Lawrence College
- Sonya Forsey, Brock University

We kicked off our Winter Meeting with a great presentation from Chris Heeter who helped us live our own wild story through her keynote “From Diva Dogs to Do-overs – A Dog Musher’s Perspective on Being Wildly Resilient” and finished the meeting with an informative presentation on “Food Service Current Challenges & Opportunities Ahead” by Mary Baxter, 2020-21 CCUFSA President and Food & Conference Services General Manager of Algonquin College. Throughout the two day event our round tables and peer lead concurrent sessions covered important topics such as virtual conferencing, reopening summer accommodations, showcasing your venue virtually, social media marketing and catering during a pandemic. We also had a virtual cocktail hour using a great free virtual space called Wonder. Thank you to all our members who volunteered to lead these sessions and panels, and also our virtual conference platform sponsor Grenadine. In lieu of honorariums or speaker gifts Central Region donated \$500 to Food Banks Canada to help our neighbours who are currently struggling with food insecurities during these trying times.

Based on feedback from the Winter Meeting survey we have planned monthly moderated round table discussions through Zoom. Our first session was held on March 4th on the heels of our regional meeting where we discussed our general reopening plans and challenges. We then met on April 1st where we continued the conversation. A big shout out to Nicole Braatz for being our moderator and Sonya Forsey for being our Zoom expert. Upcoming dates to save are:

- NEW DATE - April 20, 2021 at 2:00 pm EST – Virtual Event Update
- May 6, 2021 at 2:00 pm EST
- June 3, 2021 at 2:00 pm EST
- June 24, 2021 at 2:00 pm EST
- July 29, 2021 at 2:00 pm EST
- September 2, 2021 at 2:00 pm EST

*Susanne Keppler*

# AtlanticLink

Our Atlantic Regional Meetings was held virtually on February 17th and 18th, with 28 attendees registered. A big thank you to the planning committee for all their hard work: Ryan Gallant, Jordan Wright, and Laurel Kasper!

A few of our favourite sessions from our meeting were Lessons Learned from Adapting to Sudden Change (by Brianna Donovan and Kaitlyn Cats, UNB), as well a session on mindfulness and meditation, and an overview on social and content marketing.

In an effort to stay connected with planners, we participated in two (virtual) tradeshows: CSAE in November (shared with Central) and Sport Event Congress April 7-9th (shared with Central and Western).

We can't wait to welcome members back to Atlantic Canada for next year's National Conference – though we have to now wait a little longer to see you, we've got lots in store for fall 2022!

*Yuri Gidge*



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