



## Communications & Events Report 2023 AGM

### **Communications**

1. Seasonal Newsletters were produced in 2023
  - Attempt to incorporate different columns
  - highlight sponsors
  - use more video to report activities etc
  - try to incorporate different voices
  - Readership rate is regularly between 66% & 70%
2. Sent out survey regarding activities/events
  - high response rate
3. Have tended to send out shorter more time sensitive notifications about different events/activities
  - about 70% readership
4. ConstantContact (the email platform we use) has changed the manner in which events are created, tracked, and advertised. We are learning the new system. ConstantContact sold the web portion of their company so our web site is now hosted by web.com
5. We have 3 email addresses - [info@gbcra.ca](mailto:info@gbcra.ca) for general inquiries, [memberservices@gbcra.ca](mailto:memberservices@gbcra.ca) for issues related to payments and membership information (change in address etc) and [feedback@gbcra.ca](mailto:feedback@gbcra.ca) for all other communications
6. We have about 100 hits per month to our web site - during the auction month we had 450 hits
7. We have 2 new web based projects:
  - Musings and Meanderings led by Crystal Kotow-Sullivan which is a video based series of interviews intended to capture an informal College history based upon retirees experiences

-Legacy Project developed by our field placement student, Emma Downie) designed to provide a vehicle for retirees to record their contributions to George Brown College

## **Events**

1. Events committee consists of Julie Bulmash and Bob Cox who plan and execute the events hosted by GBCRA - aim is for 1 event per month
2. We have 2 active “Clubs” - the Book Club and the Bridge Club both meet monthly. A newly designed “Out to Lunch Club” was established and will meet several time during the year.
3. Excluding the Clubs, GBCRA hosted 12 events over the year - 4 online events and 8 face-to-face events. In addition, GBCRA members participated in 3 George Brown College events
  - Highlights include
    - Volunteering at the Food Bank
    - Tall Ships Sailing
    - Stratford outing to see “Rent”
    - Live steamed virtual tour of Milan
    - Arts & Auction on the Avenue
    - Tour of School of Culinary Arts and lunch at Chef’s House
4. 250 unique registrations over the course of the year with an average of 20 participants for each event
5. Costs: GBCRA covered the cost of all online presentations (\$150 per presentation) for members who had paid their 2023 membership fees. For those who did not pay and for guests, there was a \$10 access fee. All events ran on a cost recovery basis except for the Art & Auction on the Avenue event where GBCRA contributed \$800 towards the cost.
6. Going forward;
  - we will survey interests again this year
  - we will deliver a combination of online and face-to-face events
  - we will explore delivering events using a hybrid model.
  - Highlights for the upcoming year so far include:
    - Stratford trip, Food Bank day(s), Theatre matinee and lunch, wine tasting tour, a 12 part lecture series on the neighbourhoods of Toronto using combination of face-to-face delivery and online delivery, online presentations on Dolly Parton and on Naples, AGO exhibit and lunch.