

Canada Regional Report 2018

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In December 2017, Mila asked me to serve as a Regional Coordinator for Canada. Here is an update of my tasks for the period December 2017 – September 2018.

For the period mentioned above, the main task was to keep members informed of CECA activities.

INFORMATION PROVIDED TO MEMBERS AND FRIENDS

Note: Emails were sent in French and English which is an important factor. It is essential to maintain information in both languages in our correspondence and this not only in our emails but including the website or eventually all other types of platforms.

1. Emails were sent to our regional members and friends about the September 2018 conference in Georgia.
2. Emails were sent distributing the President Newsletters.
3. Emails were sent asking members and friends contributions to the Special Project.

Results

- About one third of the emails included in the Canada (English and French) membership list provided by Therese who was responsible for the USA and Canada regions were not functional. I came in to support Therese and would like to thank her for her help and all the documents she provided me to better frame my understanding of my tasks.

Priority

- To have an up-to-date membership list of contacts would be a good starting point before elaborating any other strategies.
- This list should be updated every year to ensure personalised information to members. CECA face strong competition in Canada with the Canadian Museum Association (CMA) and the Société des Musées Québécois (SMQ) who both have a very strong presence in the Canadian scene.
- Having an up-to-date website that could serve as a source of references that could be used in the communications with members and friends would be a great starting point.