

Quebec Council of University Women's Clubs
Conseil québécois des associations des femmes diplômées des universités
Regional Director (Eng) Report
April 26, 2014

CFUW RD Highlights:

Part of the RD role is to share ideas to help clubs with Membership, Fundraising, Advocacy and Operations. Here are some of the highlights from this year's RD monthly conference calls and from the "New Beginnings" CFUW survey 2013.

Membership:

Three most successful recruitment strategies were:

- Asking each member to bring another woman to an event
- Developing club materials and brochures
- Contacting recently retired women

Fundraising:

Clubs are successful in their fundraising for scholarship funds- most fundraising is paired with a social event

Advocacy and Outreach:

Clubs are most active in local issues involving municipal authorities but meeting with local provincial and federal MNAs and MPs is on the rise. About half our clubs work in partnerships or coalitions with women's groups, libraries, Grandmothers to Grandmothers and community groups such as a YWCA in the areas of gun control, housing, poverty and education. Outreach projects include violence prevention, artistic and literacy initiatives.

RDs reported that clubs want more resources and administrative assistance from CFUW's National Office. The staff is working to collaborate with clubs on template letter preparation and providing ideas for speakers and/or events. Copy "Program Ideas for Clubs" appended to this report.

CFUW advocacy priorities in 2013-2014 are Violence against women, Women's Economic Security, Women's leadership and Education, particularly aboriginal education and lifelong learning.

Operations:

Club board members are encouraged to access the CFUW admin site at www.cfuwadmin.org (userID is **viewonly**, password is **cfuw4321**) for assistance in enrolling new Board members and other administrative tasks.

One tool is the "President's End of Term Checklist" that facilitates the transition of the outgoing board with the incoming board. Copy appended to this report.

QUEBEC COUNCIL Updates:

WEBSITE: Addition of Quebec fleur de lys to the website masthead, title correction to our legal name in French and English. Still need to update Council material online- I have the password from the webmaster Jonathan Addleman (of nuca at 222 Melville Ave, Apt 22, H3Z 2J5, 514-935-1505 jono@redowl.ca) so we have more control over minor changes in content. The links to the club and CFUW websites are very useful- we just need to get the remaining club stories online and the website will be sufficient for our purpose of basically being our information pamphlet for the general public and anyone interested in contacting our clubs directly.

Only about \$250 of the \$1200 budget was spent- I suggest \$250 remain allocated for translation and professional website updates and the balance of the \$1200 allocation be released to the general budget.

RD English Action Plan

Along with updating the website and supporting the organization of the AGM 2015 in Quebec, I have committed to helping clubs with raising their public profile and dealing with administration issues. To better do this, I will make myself available for club visits, whether to an AGM or board meeting in coming months. To be arranged directly with club presidents.

Respectfully submitted,

Brenda Shanahan
Regional Director (Eng)
Quebec Council of University Women's Clubs