

College CMO Roundtable 2021



An efficient way to gather with peers from colleges across Canada, stay abreast of trends and discuss priority issues.

Thank you again for your interest in the CMO Roundtable, a select group of Canadian college marketing-communications leaders convened to explore issues of mutual concern.

Members

Senior college and institute leaders focused on Marketing and/or Communications, although not Advancement solely. (Typical positions include VP, AVP, ED, Director or Senior Manager of Marketing and/or Communications.)

Invitation only, selected by Ken Steele with input from the membership. The group aims for 10-15 member institutions each year, and each institution can identify up to 3 contacts who will be included in email discussions, polls, and are welcome to attend the online sessions. Members may also bring specialists from their institution to contribute to sessions.

Sessions

90-minute sessions, 8 times per calendar year, from 1:30-3:00pm EST (so starting from 10:30am PST to 3:00pm NLST). Dates will be scheduled by polling the members quarterly, and every attempt will be made to minimize the sessions any individual cannot join.

Topics

Members vote quarterly on priority topics, and have input into potential experts or sources. In the past two years, roundtable topics have ranged from granular front-line tactical issues to larger political and management challenges:

Policy

- Enforcing Marketing/Brand Policies
- Brand Management
- Web Governance

Marketing

- International Recruitment Marketing
- First Nations & Indigenous Marketing
- Outstanding Marketing Campaigns

Communications

- COVID-19 Emergency Operations
- Decentralization & Campus Collaboration
- Sexual Violence & Crisis Communications

Technology

- Digital Best Practices
- The MarCom Technology Stack
- Social-First & User-Generated Content

Management

- Market Research and Marketing ROI
- MarCom Staffing & Structures
- MarCom KPIs & Dashboards



Online Format

Sessions will be hosted by Education using the Zoom platform, which is available for most desktop, laptop, tablets and smartphones. Most sessions will open with a 15-minute presentation to provide context or provoke discussion, or a white paper or video circulated by Ken in advance. Ample time is provided for secondary topic discussion, questions or new business. Recordings of presentations, and detailed notes from the discussions, will be available to members in confidence. For a demonstration of the Zoom platform, and a taste of a pilot test session, please watch the 3-min video at <https://youtu.be/BFMZEwo3rkc>

Other Resources

Year-round, cCMO members are welcome to post queries and respond using the group's **email listserv**, approach other members in the **directory**, share files in the group's **Dropbox**, and access **recordings**, slides, and other files from the year's online sessions. (We are currently testing the utility of an **MS Teams channel** as well.) Members also have ready **access to Ken Steele** for informal conversations, advice or further information.

Fees

Annual fees for member institutions are **\$3,200** (plus GST/HST), payable by credit card, EFT or cheque. This fee includes all costs of the Zoom platform, participation by up to 3 individuals, and all related benefits.

Member Institutions

Over the past 3 years, Education has facilitated roundtables involving a dozen universities and more than 2 dozen polytechnics. This is the inaugural year of the cCMO Roundtable, so specific members are still to be determined.

Our goal is 10-15 member institutions, to ensure a balance between participation, energy, and close collegial discussions.

Next Steps

If you are interested in more details, please don't hesitate to contact Ken Steele:

ken@education.ca

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