



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

## Thank you for your interest in The Guild.

### Members

The Canadian Colleges Marketing & Communications Leaders Guild is a select invitation-only group of senior leadership from 16 Canadian public colleges, polytechnics and institutions of technology and applied learning, established in 2016.

Primary contacts must be senior administrators with budgetary and personnel oversight in marketing and/or communications. Typical titles include VP, AVP, ED, CMO, Director or Senior Manager. Each institution can identify a secondary contact to help ensure continuity and regular attendance.

### A Community of Practice

The Guild provides a forum for members to share ideas and information, discuss issues of mutual importance, learn from and support one another through dynamic and confidential conversation, through several avenues:

- Quarterly online roundtable sessions
- Recordings after the fact
- Annual 2-day face-to-face Summit
- Email distribution list
- Private LinkedIn group
- Shared DropBox for files
- Member contact directory

These member benefits are explained in more detail below.

### Leadership & Structure

The Guild *Terms of Reference* are currently being revised, and will be ratified by the membership in early 2020. This document reflects the current practices of the group, and expectations of its leadership.

The Guild is hosted and facilitated by Ken Steele through his company, Education Inc. Education provides hosting technology for the webinars, email list, dropbox and recordings, manages administrative and financial aspects of the Guild, and moderates the discussions.

Two member co-chairs provide Ken with guidance on topics and membership decisions, and lead policy development as required. Polls are conducted regularly to allow the broad membership to weigh in on most decisions.

The co-chairs for 2020 are:

#### Christian Robin

*Director, Marketing & Web Presence*  
Red River College  
204 632 2345 [chRobin@RRC.ca](mailto:chRobin@RRC.ca)

#### Andrew Leopold

*Director, Communications*  
Humber College  
416 675 6622 x 4296  
[Andrew.Leopold@humber.ca](mailto:Andrew.Leopold@humber.ca)

*Please feel free to reach out to the co-chairs with any questions or concerns you may have.*

# Guild2020

COLLEGE MARCOM LEADERS

## Online Sessions

90-minute roundtable sessions are conducted quarterly at dates selected through a survey of the members. All meetings are scheduled at 1:30pm EST, to accommodate participants from time zones across Canada. Our 2020 dates have been identified:

- Friday February 21, 2020
- Wednesday May 19, 2020
- Thursday September 24, 2020
- Wednesday, December 2, 2020

## Technology

Sessions are hosted by Eduvation using the Zoom platform. Most sessions will open with a 15-minute presentation to provide context or provoke discussion, or a white paper or video circulated in advance. Recordings of the sessions will be available afterwards, exclusively for members. (Although this is being reconsidered in the TOR revision.)

For a demonstration of the Zoom platform, and a taste of our pilot test session, please watch the 3-minute video at

<https://youtu.be/BFMZEwo3rkc>

Members download free Zoom software to a desktop, laptop, tablet or smartphone with webcam, microphone, and solid internet connection. To enhance the experience of interactivity for all members, we strongly recommend a high-quality external microphone, and direct front lighting.

## Fees

Members will be invoiced **\$1,850+GST/HST** on a calendar year basis. This includes all member benefits, 2 contacts, and attendance by 2 contacts at the annual Summit.



## Current Members

The current Guild membership includes the following institutions:

Algonquin College  
BCIT  
College of the North Atlantic  
Conestoga College  
Fanshawe College  
George Brown College  
Humber College  
Kwantlen Polytechnic University  
Mohawk College  
NAIT  
NSCC  
Red River College  
SAIT  
Saskatchewan Polytechnic  
Seneca College  
Sheridan College

## Next Steps

If you are interested in more details, please don't hesitate to contact the Guild's facilitator:

### Ken Steele

*President, Eduvation Inc.*

519 432 3600 [ken@eduvation.ca](mailto:ken@eduvation.ca)