I began my role as Director of Communications and Marketing on Monday, June 24, 2019. Here are a few things that have taken place since:

- Getting up to speed on the sector, members (including three AGMs), new vendors and trends.
- Getting familiar with Community Living Ontario's role on a provincial level, national level and international level.
- Supported CLO's initiatives by drafting content, reviewing content, flyers, promoting summits, contests, the Foundation and conference.
- Launched a survey for Update Friday to ensure frequency, content and references are tailored to our readers. Results will be analyzed and shared with you next quarter.
- Newly designed "About Us" brochure. The content focuses on our reach, impact and defines our initiatives. Printed copies will be available at the conference.
- Drafted and designed the annual report. It will be ready in time for the AGM and conference.
- Modernized the pop-up banners to better reflect the work of Community Living Ontario and re-designed the media wall to ensure it is multiuse and reusability.
- Created a social media roadmap to optimize engagement with followers on all platforms.
- Carefully shadowing the planning process of this year's conference to ensure smooth transition for next year.
- Reviewing all invoices and services to better understand where the funds are going, how they are being used and whether there are efficiencies to be had. An official update will be made next report.
- Will participate on a monthly call with communications representatives from all provinces and territories – first call will take place on **Thursday, September 19, 2019.**
- Began a project with Canadian Institute for Health Research (CIHR) and York University which relates to educating nurses when caring for youth who have an intellectual disability. I am also closing the loop on a project with the same partners that began before my arrival relating specifically to privacy
- Completed a six-week course on how to optimize Google Adwords, a free digital advertising mechanism for non-profit organizations. Going forward, Community Living Ontario will maximize its online search capabilities, measure the reach of online ads and adjust messaging to reach even more people across the province.

My goals going forward:
- Develop an overarching communications and marketing strategy that will:
  - increase general awareness of what Community Living Ontario does and its impact
  - Enhance communications with member associations
  - grow social media engagement and readership for Update Friday

Interesting Statistics:

CLO's e-newsletters engagement is well above average:
- Community Living Ontario's engagement statistics are well above the standard: We have an average open rate (# of people who open the email) of **33%** and an average click rate (# of people who click a link) of **21%**.
- Comparatively, the average for non-profit sector standards are 24% open rate and the click rate is 2.5%.

Overall, Community Living Ontario has significant reach across Ontario – online and in person. The work we do has a clear positive impact on people who have an intellectual disability and their families. Below you can see other groups we reach through our initiatives – touching employers, youth, supports services, members, families and educators.

OUR IMPACT

BY THE NUMBERS

12,000+
members representing
105 associations located
across Ontario.

Our online presence
reaches over
18,000
people every month.

Approximately
450 delegates
at our conference annually.

Found employment for
over **330** people
who have an intellectual
disability and have engaged
550 employers
since 2014.

225 students
matched with mentors
annually.

We support
250+
families annually
across Ontario.

Our youth initiatives
reach an estimated
600 people and
186 schools and youth
focused organizations
every year.

STAY CONNECTED:

communitylivingontario.ca

September 18, 2019