



TAB 6

Report to Convocation June 29, 2017

Strategic Communications Steering Group

Julian Falconer, Chair

Robert Burd

Teresa Donnelly

Joseph Groia,

Sandra Nishikawa,

Baljit Sikand

Tanya Walker

Purpose of Report: Information

FOR INFORMATION

UPDATE ON THE WORK OF THE STRATEGIC COMMUNICATIONS STEERING GROUP

1. As part of its Strategic Plan for 2015-2019, Convocation set the improvement of communications with licensees and the public as one its key priorities.
2. At the February 2017 Convocation, the Treasurer announced the creation of the Strategic Communications Steering Group, which is working with staff to provide guidance, input and direction on a comprehensive communications, engagement and outreach strategy for the Law Society. The Group's members are Julian Falconer (chair), Robert Burd, Teresa Donnelly, Joseph Groia, Sandra Nishikawa, Baljit Sikand and Tanya Walker. The Group has met on four occasions since its formation.
3. To assist the Law Society in its work, Colbourne Consulting was retained for expertise in building an integrated communications and outreach strategy for the Law Society. Colbourne completed an environmental scan, qualitative research and quantitative research to help inform their strategy and recommendations. Benchers were briefed on the results of the work to date at an information session prior to June 29, 2017 Convocation.
4. Julian Falconer, chair of the Group, will provide an update on the progress on the Law Society's communications initiative. The work is focussed on structuring communications to create awareness and reinforce the value of regulated legal professionals for the public in the interests of the public and ensuring the effectiveness of communications and engagement and outreach efforts with Law Society licensees and licensee stakeholder groups and organizations.