



---

**CEP Vancouver Annual General Meeting 2015  
2014-2015 Directors Report**

Date: Tuesday, May 26<sup>th</sup>, 2015

Time: 6:00-8:00pm

Location: Roundhouse Arts and Recreation Centre, 181 Roundhouse Mews, Vancouver BC

### **Connecting Environmental Professionals Canada**

Connecting Environmental Professionals (CEP) Vancouver is part of a national network of chapters promoting opportunities for networking, career development and capacity building in the environmental and sustainability professions. Under the CEP Canada umbrella, each chapter is fully responsible for its own operations, finances and activities.

Being linked to the CEP Canada network involves the following:

- Allowing **transferrable memberships** between chapters.
- Participating in **national conference calls** to maintain communication between the chapters.
- Working with other chapters to:
  - coordinate **national events** (e.g. GLOBE, webinars, etc.),
  - maintain a national CEP **website** with chapter sub-pages,
  - periodically review CEP **bylaws** for continued relevance, and
  - develop additional/new CEP chapters.

### **CEP Vancouver Membership**

As of May 25, 2015, CEP Vancouver has 907 members. Membership has increased 10% over the past year, with 86 new members joining the organization.

### **Board Representation**

From May 2014 – May 2015 the CEP Vancouver Board of Directors consisted of the following volunteer board members:

- President – Amy Greenwood
- Vice-President – Erik Blair
- Treasurer – Geoff Taylor
- Secretary – Manon Gartside
- Communications & Social Media Director – Nourhan Alkurdi
- Mentorship Director – Maureen Cooper
- Membership Director – Theresa Fresco
- Volunteer Director – Jonathan Kassian

*\*Samantha Eyre was elected to the CEP Board for a two year term in May 2013, but resigned from her position in June 2014 for personal reasons.*

The following Board members will complete their terms with CEP-Vancouver as of May 27<sup>th</sup>, 2015

- Amy Greenwood
- Erik Blair
- Manon Gartside
- Nourhan Alkurdi

During the past year, two volunteer coordinators have provided a significant level of support for the CEP Board:

- Danniele Livengood has provided administrative support and assisted with website maintenance, member inquiries and event postings.
- Ari Lesniak has supported the planning and delivery of the 2015 Mentorship program.

CEP-Vancouver regularly seeks volunteer interns to help support the organization. Volunteering provides interns with valuable skills and experiences with CEP-program delivery and day-to-day operations of a non-profit organization. CEP members interested in volunteer opportunities are invited to contact the Board via email: [info@cepvancouver.org](mailto:info@cepvancouver.org).

### Board Planning Session

A strategic planning session was held August 2014 for to Board to identify priorities and opportunities for the coming year. This event confirmed the CEP-Vancouver commitment to hosting monthly events including speaker events, workshops or tours. The Board also confirmed our commitment to ensuring effective networking opportunities were incorporated into all events and that the highly successful mentorship program would continue for its 10<sup>th</sup> year. In addition, the Board agreed to increase communications with our membership and establish or strengthen partnerships with affiliated non-profit organizations in the Lower Mainland.

### Events and Activities

In addition to meeting once-per-month since August 2014 and quarterly teleconference calls with CEP-Canada, the CEP-Board hosted the following events in 2014/15.

Month	Event	Number of attendees
October 2014	<i>Green City Dialogue</i> with City of Vancouver Councilor Andrea Reimer and Josha McNab (Pembina Institute) Date: October 6, 2014. Location: Hive, Gastown	Attendees: 56 CEP members: 28 Non-members: 28
November	1. <i>From the Waste Up</i> Film Screening and Q&A with film maker Taina Uitto Date: November 14, 2014 Co-host: Society Promoting Ecological Conservation (SPEC) Location: Hive  2. <i>Mushroom Discovery Tour 2.0</i> -With mycologist Willoughby Arevalo Date: November 16, 2014 Location: Pacific Spirit Park	Attendees: 40     Attendees: 18 CEP members: 5 Non-members: 13
December	<i>Christmas Social</i> Date: December 15, 2014 Co-host: Green Drinks and BCSEA Location: Steamworks	Attendees: est 100
January	<i>Mentorship Program Kickoff Event</i> January 29 <sup>th</sup> , 2015 Location: YMCA – Vancouver	Attendees: 34
February	<i>Better Transit and Transportation Coalition Member*</i> - CEP-Vancouver signed on as a supporting partner organization for the 'YES' Coalition and attended multiple public events and communicated about the Transit Referendum with CEP membership.	--
April	1. <i>Transit Discussion</i> with Peter Ladner Date: April 15, 2015 Co-host: with Green Drinks and Connecting Transportation Professionals. Location: Steamworks-Gastown  2. <i>Mentorship Mid-Way Meeting and Skills Development Workshop</i> with Joanne Loberg from JL Careers Date: mid-April, 2015	Attendees: 70-80     Mentorship Program Participants – est 25

	Location: Roundhouse Community Centre, Yaletown	
May	<i>Sustainable Brewery Tour</i> Date: May 9, 2015 Locations: Main Street Brewery (Vancouver), Bridge Brewery (North Vancouver) and Steamworks Brewery (Burnaby)	Attendees: 13 CEP members: 5 Non-members: 8
May	<i>CEP Vancouver Annual General Meeting</i> Roundhouse Community Centre, Yaletown	--
June 2015	1. <i>Career Planning Workshop</i> with Mark Cannon Date: June 27, 2015 Location: Creekside Community Centre  2. <i>Mentorship Program Wrap-Up Event</i> Date TBC	--

\*In February 2015, the CEP Board voted unanimously to join the Better Transit and Transportation Coalition, the group advocating for a 'Yes' vote in the Metro Vancouver Transportation Referendum. The Board agreed that a better transportation system in Metro Vancouver was in the best interest of CEP members by helping to create a more robust local labour market, and a large number of business and environmental groups were also part of the coalition. This was the first time that CEP Vancouver has formally joined an advocacy network, and it is not expected to steer the organization towards more advocacy in the future.

### **Mentorship Program**

This is the 10th year of the CEP Mentorship Program and we continue to have great success with our mentor / mentee matches. In the past we have matched many mentees and mentors over the past ten years of providing this program. Thanks to the dedication of Board member Maureen Cooper and Mentorship Coordinator, Ari Lesniak, in 2014-2015 we have 32 individuals participating: 16 mentees and 16 mentors (many of whom are repeat mentors). Mentees and mentors meet three times as a group throughout the program, while each mentee-mentor pair meets on a monthly basis throughout January to June 2015. CEP Vancouver provides the matching and a loose structure, as well as ongoing support for each pair.

<b><i>Date</i></b>	<b><i>Workshop/Event</i></b>
Fall 2014	Mentee Applications received and reviewed, mentorship matches made and selected mentees notified
January 2015	Kick-off Session to introduce mentors and mentees
April 2015	Midway and Coaching Session with Joanne Loberg from JLCareers
June 2015	Closing Session / Appreciation Night

CEP Vancouver's Mentorship program runs from January to June each year, but we are always looking for new mentors to help deliver the important program. If you or someone you know is interested in becoming mentor, please contact us at [mentor@cepvancouver.org](mailto:mentor@cepvancouver.org). If you are interested in participating as a mentee, please check the [www.cepvancouver.org](http://www.cepvancouver.org) website in fall for application details and deadlines.

### **Membership Outreach and Communications**

#### List Serve:

CEP currently operates one digital mailing list with over 1000 subscribers (members and non-members).

Through this mailing, CEP shares information about community and CEP events, as well as job postings for environmental and sustainability professionals. Job postings are only available to members. All postings and e-mail inquiries are reviewed by our CEP Administrative Coordinator who then forwards event notices and job postings on to our mailing list.

#### Website:

The CEP website went through an extensive redesigned and upgrade process in 2012-2013. The launch of the new website was led by Board member Erik Blair in 2013 (and previously Laurie Bates-Frymel and Dawn Hancock), who also provided training to other Board members on how to use the new platform. The new website allows members to:

- Create their own CEP member profile,
- Subscribe to our job postings (members eyes) and local event notices,
- Choose e-mail frequency (immediate, daily, or weekly digest),
- Register and pay for events,
- Receive automated reminders about membership renewal and renew online,
- Participate in online discussion forums,
- Search the CEP Vancouver Member Directory for experts in the field, and
- Chat with other CEP members.

For the 2014/2015 year, the CEP Board continued to develop member features on the website and refine the delivery of job postings, event postings and registration.

Canada's anti-spam legislation (CASL) came into effect July 1, 2014. It is in place to protect Canadians from unsolicited communications. CEP's website software ensures compliance with CASL by allowing all members to unsubscribe from any CEP emails while remaining a full member. CEP members are also provided the opportunity to click an "unsubscribe" hyperlink in all emails sent from CEP Vancouver.

#### Newsletter:

CEP initiated a monthly e-newsletter in January 2014 to help communicate with the membership including reporting out on monthly events, as well as new initiatives and opportunities. Since October 2014, CEP has issued 8 e-newsletters to highlight CEP events and announcements. On average, the e-newsletter is opened by approximately 35% of contacts on the mailing list.

#### Social Media:

In addition to the website, CEP-Vancouver utilizes the following social media platforms to connect with members: Twitter, Facebook and LinkedIn. Each social media platform has seen an increase in followers over the past year. In 2014/15 CEP-Vancouver focused on promoting CEP events and programs through social media. In 2015/16 the Board will explore opportunities to develop a more comprehensive social media strategy to create more effective engagement with existing followers, expand outreach and recruit new members.

##### *Twitter*

CEP Twitter network reached 1335 followers by May 2015, an increase of 62 followers since the 2014 AGM. Followers vary between individuals, non-profits and industry groups. Establishing a CEP-Vancouver (or national) hashtag may help promote CEP events, increase member engagement and grow the CEP Twitter network.

##### *Facebook*

CEP Facebook Page has 638 "likes" as of May 2015. Facebook posts in the past year had a primary focus of promoting CEP events, and CEP partnership events with each post reaching an average of 30-80 followers.

Opportunities to better utilize the various Facebook tracking tools to increase effectiveness of CEP-posts and communication of upcoming events etc.

#### *LinkedIn*

CEP has a LinkedIn Group Page that it moderates with 1226 members, an increase of 173 members since 2013/14. The group encourages environmental discussion, event promotion and sharing of job opportunities. CEP has not been active on LinkedIn this year, and page activity and effectiveness as a communications mechanism is under review to identify opportunities to strengthen outreach and member engagement.

#### CEP Member Survey:

CEP conducts a member survey every two years to obtain important feedback from its members on its performance, including type and quality of events, communications and initiatives and suggestions for future events/speakers. The next survey will be distributed to membership in 2016.

#### **2015 Change in Membership Fees**

CEP will implement our annual membership fee change on May 27th, 2015. CEP Vancouver members voted at the 2014 AGM to transition from a lifetime membership to an annual membership structure with an annual fee of \$30. The Board and membership agreed that this modest annual fee would better enable CEP Vancouver to plan and coordinate events, increase professional development and mentorship opportunities and ensure we continue to operate our website and membership software effectively.

As such, all memberships purchased prior to May 27th, 2014 will require renewal on May 27th, 2015. Any membership purchased after May 27th, 2014 will be renewable on the same date of purchase the following year. CEP members will receive an email reminder notice to announce when membership fees are due and information about payment options.

#### *Why is CEP changing to annual fee?*

CEP is a 100% non-profit volunteer-run organization. Every hour of time spent coordinating the activities, events, administration, and list serves for the more than 900 Vancouver members is done voluntarily by the CEP Board of Directors and volunteer coordinators.

Annual fees will give CEP Vancouver more resources to operate our website and membership software (which also allows us to maintain our list serves more effectively), provide mentorship and scholarship opportunities, continue to provide 50% discounts to all CEP Vancouver events, and build more membership value into the future. CEP Vancouver is proud to offer a membership fee that remains very economical compared to other professional associations. We want to make sure that we can continue to serve our membership effectively into the future.

Connecting Environmental Professionals (CEP) is a not-for-profit, volunteer organization dedicated to promoting opportunities for capacity building, career development and networking. Our members include working professionals and future professionals from government, business, not-for-profit organizations, and associations.

CEP-Vancouver was launched in 2002 as a chapter of CEP Canada. In 2015, CEP-Vancouver has over 900 members.

Active CEP chapters also exist in Ottawa, Calgary and Toronto.

[www.cepvancouver.org](http://www.cepvancouver.org)