

National Chairperson of Communications Betty Colaneri

Madame president,

Communications Officer's Log Stardate 2023.08.

I had set out to seek new ways to communicate and boldly go where I had not gone before. What began as a mission in a strange new world of technology has truly broadened my knowledge and use of it. Resistance was futile. Though the challenge continues, the most important conclusion is that communication, in all forms, is essential and critical to our existence.

The Catholic Women's League of Canada is an enterprise of sisterhood with coordinates of ministry set on a common vision of seeking knowledge, seeking out new members and new ways to reinvigorate our councils.

It is that prime directive that gives us the opportunity to engage with resources and discover new methods to improve our involvement with the League and our communities. As individual members, we each play a vital part in the mission of the League. Strengthened by God's Spirit, we must effectively communicate the information and the many resources that are available to be distributed or shared with members to ensure the success and growth of councils. All the amazing work being done by members must be communicated back to the enterprise to ensure that information is collated and logged for future reference. Proper channels are to be used so that all members across Canada are aware of what is happening in other parishes, communities and society. It is imperative to keep those channels of communication open and clear of interference for the ongoing mission of the League.

Through sharing and listening, there is the ability to receive information, share questions and doubts, journey side by side and put our abilities and gifts to work through service for the needs of the many.

At the helm of the communications department is *The Canadian League* magazine, the primary method to promote and spread the word to all our members. The magazine is a link to our past and a promotion for the present, to be a reference for our future.

Communiqués, newsletters, emails, letters, handwritten notes, text messages and even telephone calls are all channels to choose from to connect with our members. And though we can materialize for in-person meetings, Zoom and GoToMeetings are encouraged and have continued to be used to keep in touch on a regular basis.

With my tricorder set on social media management, I communicated with the social media assistant to post to the website, social media, Instagram, Facebook and Spotlight on our national website. I also was the emissary between the website design/hosting company and the national board.

Scanners that were monitoring phase two of our engagement hub—uniting Catholic women have shown it has been completed. It continues to deliver marketing content to prospective and current members.

On Stardate 2023.7, the mission of having the national website revamped to be a more user-friendly tool for members across Canada was achieved. Added to that mission was to have the same company responsible for the revamp also host it so it can be properly monitored and maintained.

With technology constantly changing, it is essential to update the website and social media on a regular basis to keep it functioning effectively.

It needs to be enhanced with contributions from members featuring activities or work being done in their communities. New methods of connection, such as webinars and blogs, will keep the site from becoming stagnant.

The Internet is a wonderful and powerful tool to create and distribute information, but it also requires a great deal of responsibility. Part of that responsibility is continuing to deal with predators in the fight against pornography with our Pornography Hurts campaign. In a world that is telling us what we should do or how to be, we must be careful to avoid being hit by phasers set on stun to desensitize us.

During my mission, I was able to join members of an away team and participate in the taping of the DailyTV mass sponsored by the League. It was later televised right on the feast day of our patroness, Our Lady of Good Counsel.

On Stardate 2023.05, though not in an official capacity, I was able to take a shuttlecraft to the World Union of Catholic Women's Organisations conference in Assisi. I felt like a photojournalist capturing the special moments with other League members. At warp speed, I was able to send the information for posting on social media to share with other members at home!

Though we have made advancements in technology that allow us new ways to interact, we must still be mindful of how essential it is to have the human element. A combination of personal connection and technology is the best way to keep good communication on course.

When the circuits are not working, or the connection is lost, we can find ourselves in a neutral zone, a nebula or a black hole. No one wants to be lost in space or disbanded. We may need to adjust our satellite or energize our engines every once in a while, to revitalize our mission, but if we keep communication as the driving force of our warp core, the League can and will live long and prosper. Let's make it so!

So ends my two-year mission and communications log. †