



## VIUFA 2022 AGM Report Vice President: Eliza Gardiner

Taking on the VP position on the VIUFA Executive this year has been educational and invigorating, and I appreciate the opportunity to work with such a dedicated President in Chris Jaeger, and with such a wonderful group of colleagues on this year's Executive.

Thanks to our VIUFA staff, Neil McLeod and Laura Buechler, for all their expertise and support.

As Vice-President, I took part in the operations of the association, assisting our President and Chairing in his absence some of our regular meetings. I enjoy Chairing meetings and was happy to share my parliamentary procedure skills with the group; managing agendas and discussions is something I aspire to do more of in coming years.

The VP attends all Executive and General Membership Meetings, and the Table Officers meetings as well. I was a signing officer in relation to VIUFA's operations and learned much about the day-to-day business of the association.

One of my favourite items that I contributed to this year was the constructing of the Terms of Reference for VIUFA's new Union Activism Fund. It is always a pleasure too, to be part of the selections committee for our Community Engagement Award.

I represented VIUFA on other committees and at meetings this year (i.e. Budgetary Analysis, Health and Safety), took part in debate on ongoing issues relating to workplace conditions, and helped committee chairs with their event organizing and marketing. We had many successful events this year, and it was a pleasure to take on promotional tasks for such events as the VIUFA HRISC film screening of *British Columbia: An Untold History, Migration and Resilience* and the VIUFA SWC's Trans Day of Visibility.

In regard to the communications component of the VP portfolio, I made some headway with the website, though if our members want that site to become a go-to locale for current events, post-secondary and labour perspectives, it still needs more enhancing and reconfiguring. We did succeed in driving more visitors to the website, by way of connecting it better to the VIU Facebook page, repeating our own links in posts so that people would start to see the website as a place for more information. I maintained a consistent Facebook profile, making regular, multiple posts every week in order to establish continuity. Human Rights and International Solidarity initiatives, along with those commemorating women and gender, were our most popular and regular posts. Most of our FPSE locals have a minimal social media presence, which makes it difficult to cross-post and build camaraderie or a viewership keen on union activism. Furthermore, affiliate organizations as FPSE, CAUT, CLC, and BC Labour Federation are not regular content creators, though they can be relied upon as sources for larger happenings and concerns across the sector.

The pandemic made it challenging to develop marketing materials and a fulsome online profile, as there simply were not as many VIUFA or labour goings-on to share or celebrate; and also because of the saturation of news about the evolving requirements and protocols of Covid itself. I believe there is much potential within the VP portfolio to forge a higher profile for VIUFA and its members, both internally and externally, including the development of more publications, bulletins, and briefs.