



ONTARIO MODERN LANGUAGE
TEACHERS' ASSOCIATION
ASSOCIATION ONTARIENNE DES
PROFESSEURS DE LANGUES VIVANTES
SINCE / DEPUIS 1886

Membership Chair's Report for OMLTA Board of Directors

Meeting Date: Saturday, March 25th, 2023
Portfolio: Membership Committee
Director: Erin Coulson
Attachments: Membership Committee Materials: <ul style="list-style-type: none">- <u>Monthly Meetings for Membership Committee</u> E-Blast: <ul style="list-style-type: none">- <u>Communication E-Blast Long Range Plans</u> Social Media Outreach: <ul style="list-style-type: none">- <u>"Daily Social Media" posts folder</u>- <u>Monthly OMLTA Twitter Chats - Sign-Up Sheet</u> OMLTA Podcast: <ul style="list-style-type: none">- <u>OMLTA Podcast - Sign-Up Sheet</u>- <u>OMLTA Podcast - Pre-Production Show Notes for Guests</u>- <u>OMLTA Podcast Show Notes</u>- <u>OMLTA Podcast Episodes via Spotify</u>- <u>OMLTA Podcast Episodes via Anchor</u>- <u>OMLTA Podcast Episodes via Google Podcasts</u> Faculty / NTIP Outreach: <ul style="list-style-type: none">- <u>Faculty Outreach Presentation (English)</u>- <u>Faculty Outreach Presentation (French)</u> OMLTA Website: <ul style="list-style-type: none">- <u>OMLTA: Elementor Link Map for Communication</u>



ACTION ITEMS FOR ALL:

- As Samm and Erin will be moving into the Executive as of March 25th, 2023, the Membership committee will need to **fill the following vacancies**. Erin and/or Samm are available to provide training for any of the roles listed below.
 - **Membership Committee Director** (Lead committee, host meetings, reports)
 - **Social Media Director** (Post daily social media content & lead Twitter chats)
 - **Micro-Video Editor** (Edit monthly micro videos for "Communication")
 - **Podcast Director** (Podcast Host, Podcast Editor, Show Notes)

To facilitate a smooth transition between directors, Erin and Samm will handle the podcast/micro videos for the months of April and May.

ACTION SPECIFIC TO PORTFOLIO AND/OR DIRECTOR:

- **OMLTA Social Media Posts:** The Membership committee continues to post on the various social media channels throughout the week (i.e. Twitter, Facebook, Instagram, LinkedIn). The membership committee is responsible for creating content for Mondays and Wednesdays. The professional learning committee is responsible for creating content for Tuesdays and Thursdays. The executive is responsible for creating content for Fridays. From time to time as per the needs of the professional learning team, social media takeovers will take place. Teams are reminded to assign directors to various days and ensure that content has been created and posted in the shared doc a week before it is slated for release. Consult the "Daily Social Media" posts folder to upload your promotional content. Canva templates/folders have been created for social media posts and Twitter chats to streamline content creation and provide a uniform look for content.
- **OMLTA Podcast:** The OMLTA launched its inaugural podcast in September 2022. Since then, eight episodes have been released, and these episodes have been well received by the OMLTA community. "OMLTA: Speaking Up Since 1886" is a monthly podcast that is available for streaming on Anchor, Spotify, and Google Podcasts. New episodes are released to members as part of our monthly membership newsletter and are available to the public via the various podcatcher platforms. Accompanying each episode is a "show notes" resource that highlights resources and websites that are featured in the episodes. The "show notes" are accessible through the OMLTA Website.
- **OMLTA Twitter Chats** - OMLTA began to host live Monthly Twitter Chats in September 2021, aligned with the monthly themes of our member newsletter, "Communication". The purpose of the monthly Twitter Chats was to create a more interactive social media platform. The Twitter Chats continue to take place on the third Wednesday of each month



- **OMLTA Member Newsletter** - The OMLTA Monthly newsletter - "Communication" - received a considerable update this year. The Membership Committee moved forward with a UDL-inspired approach, providing something to watch, something to read, and something to hear centered around our monthly themes in addition to PL opportunities. The update was well received, and the team received positive feedback about the new look. In order to host the new member newsletter, we explored a number of pathways, and ultimately landed on "Elementor" within "WordPress" as our workflow. Two templates
- **Website** - The OMLTA website is in the process of receiving a new landing page/look. We thank Ashleigh for her hard work as webmaster. Since she has completed her 3 year term, a new member will begin the role in Spring 2023.
- **Monthly Member Newsletter** - Annette is continuing as editor of "Communication" and has submitted a separate report pertaining to the newsletter.

ACTIVITIES SINCE LAST REPORT:

- The **OMLTA - Speaking Up Since 1886 Podcast** is available to be streamed on Anchor, Spotify, and Google Podcasts. Eight episodes have thus far been recorded and released. [Show notes](#) for each podcast episode are available through the [OMLTA website](#). The podcast is available to paying members via the monthly member newsletter. It is also available to non-members as a promotional tool to build awareness about OMLTA and promote membership via standard podcatchers (i.e. Anchor, Spotify, and Google Podcasts). View the [pre-production information for guests](#) here. View the [sign-up sheet for the podcast](#) here. We are looking for someone to take over the hosting/editing duties for the podcast. Interested?
- The [OMLTA - Communication E-Blast](#) has been streamlined and is now divided into three categories: "Read" (an article to peruse), "Listen" (a podcast to tune into), and "Stream" (a video to watch). There are also two additional sections: Resource Realm and Professional Learning. Members can click on the images to access the hyperlinked content.
- **Pre-Service Outreach:** The outreach for pre-service educator presentations was updated over the summer: [French Version](#) & [English version](#). We are considering establishing an ad hoc committee with OMLTA members to continue this work or seeking the support of the executive for this ad hoc committee. Ruby Sharma has reached out a few times to invite OMLTA to present to her AQ students, but otherwise, OMLTA didn't participate in many pre-service educator presentations this year. This may be a potential area of growth for the 2023-2024 year. The idea of creating a video version of the "pre-service outreach presentation" was floated but not finalized.
- **Languages Without Borders Conference Video:** Samm is in the process of documenting the "Languages Without Borders Conference Video" to create an artifact of the experience. Stay tuned.



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ACTION ITEMS PERTAINING TO THIS REPORT FOR BOARD:

- **Communication E-Blast:** All Board of Directors members are invited to sign up for three leadership opportunities within *Communication* over the course of the year. Directors can choose to write an article or tap the shoulder of someone to write an article based on the theme for the month (i.e. **“READ”**). Directors can choose to create a 2-minute micro-stylized video about a professional learning opportunity or means to leverage a tech tool to empower language learners based on the theme for the month (i.e. **“STREAM”**). Directors can choose to contribute to a podcast episode as guest speakers (i.e. **“LISTEN”**). Questions are provided in advance and the episode lasts approximately 30 minutes. All submissions are to be received no later than the 20th of the preceding month. For more information, consult the [“Communication: Long Range Plans for 2022-2023”](#). View the [sign-up calendar here](#) and ensure that you have signed up for your contributions. Please ensure that sign-ups are distributed equally across the board.
- **Subscribe** to the various OMLTA social media channels (i.e. Twitter, Facebook, Instagram, LinkedIn), retweet where possible, and mark your calendars to participate in the monthly Twitter chats.
- **Subscribe** to the OMLTA podcast through the various podcatchers: Anchor, Spotify, and Google Podcasts.

I respectfully submit my report.

March 25th, 2023

Erin Coulson, Director of Communication