TO: Mayor and Council, Chair and Board, Senior Staff
FROM: Union of BC Municipalities
RE: Changes to UBCM Communications

I am writing to you to advise that the Union of BC Municipalities will be changing its communications procedures in early October, following the 2012 Convention.

Change in Service

One of the basic services provided by UBCM to its membership is the distribution of communications. For the past number of years, UBCM has relied primarily on two tools for distributing information: a contacts database to email PDF documents; and a quarterly hard copy newsletter. Starting October 10, 2012, UBCM will consolidate these communications tools with a single, weekly email newsletter, The Compass.

Advantages of the New Format

Our email newsletter will consolidate all of UBCM’s communications into a single digest that may be distributed directly to an unlimited number of elected officials and staff. This will eliminate the need for our local government contacts to forward UBCM communications to intended recipients and reduce the volume of email traffic from UBCM.

The Compass will be integrated with our website, making it easier to search for UBCM news and information. The email newsletter format will also provide us with more information on the way UBCM’s information is used, so we can better measure our effectiveness.

Sign Up Process

Federal anti-spam laws require that new subscribers of email newsletters must choose to subscribe. In order to ensure a smooth transition to the new system, we have asked the designated UBCM contact in your local government (most likely the staff person who has forwarded this message to you) to manage the process for signing up.

If you wish to subscribe immediately on your own, simply enter an email address in the portal on the landing page for UBCM.ca and follow the confirmation instructions. The sign-up process takes about a minute to complete.
Questions?

Our goal is to provide improved communications to our membership, so your feedback is appreciated.

If you have questions or comments regarding these changes, please contact Paul Taylor, Relationships and Communications Advisor ptaylor@ubcm.ca or call at 250-356-2938.