

COMMUNICATIONS

The Institute's Communications Committee is an operational committee responsible for overseeing PIBC's communications activities and services. Heike Schmidt RPP, MCIP continued to serve as Chair of the Committee in 2023. Communications & Marketing Specialist Cindy Cheung of the Institute's staff team supports the Committee and assists with implementing much of our communications work.

Work continued through the year to maintain and advance PIBC's communications activities and services. Similar to previous years, there was a continued focus on communicating to highlight the value and benefits of professional membership and Institute benefits and services to PIBC members, and on promoting PIBC and the Institute's profile externally. Throughout 2023, the Committee continued to work on advancing the strategic goals identified in the Institute's overall Strategic Plan.

PLANNING WEST MAGAZINE:

The Institute again successfully published and delivered four regular seasonal issues of our primary publication, *Planning West* magazine throughout 2023. As always, the magazine included a range of diverse planning-related articles, recurring features (such as legal updates and spotlights on PIBC members), regular news and information about Institute activities, book reviews, timely and thoughtful commentary, feature articles, and more. Some of the themes and topics that were covered in 2023 included: overcoming barriers to climate action, rethinking and repairing the development approvals process, legal update on the *Housing Supply Act*, the essential role of RPPs in supporting community-based food security, to highlight a few. Additionally, the Committee introduced two new regular features in the magazine, "What Membership Means to Me" and "Planning Podcasts". The podcast information, curated by the Committee, also became a new section on the PIBC Resources section of the website.

Kristin Agnello, RPP, MCIP, continued as the Editor of *Planning West* during 2023. The Committee is actively engaged in providing sustained support to Kristin in this role. This support extends beyond content creation to encompass a comprehensive approach that includes outreach and curation efforts. By collaborating closely with the Editor, the Committee ensures that *Planning West* continues to deliver high-quality content that resonates with readers and aligns with the strategic objectives of the Committee. Through ongoing communication and coordination, the Committee remains dedicated to enhancing the visibility and relevance of *Planning West* within the planning community and beyond.

Our thanks are extended to Kristen for her ongoing work ensuing the magazine continues to be a success. Additional thanks are extended to the many members and other authors who contributed articles and content to the magazine in 2023, as well as to our continuing and new advertisers and subscribers for their ongoing support of *Planning West*. Online past issues of the magazine continue to be publicly posted (within six months of initial publication) in order to provide broader, more timely public access to past issues (and their diverse and valuable content).

OTHER COMMUNICATIONS MATERIALS & WORK:

The Committee continued to provide comprehensive coverage of the PIBC 2023 Annual Conference by contributing articles on the conference sessions and activities (*Planning West*, Summer 2023 issue). This became the largest issue of 2023. The Committee also oversaw the updates to the Awards section of the magazine to increase coverage and highlights of award-winning planning projects, teams and members. Additional work was carried out by the Committee in relation to completing a revised proposal for an updated PIBC Subject Matter Expert list to improve media outreach, making it easier for journalists and reporters to connect with diverse and qualified planners for interviews on timely topics.

The Committee continues to collaborate with internal stakeholders including other committees, subcommittees, and staff to develop and distribute communications regarding the Institute's activities across a range of relevant areas. During 2023, the Committee began collaborating with the co-chairs of the Institute's Member Engagement Committee (MEC) to explore ways to engage in learning about planning as a career. The Committee delivered a document outlining resources (listing videos, social media and existing materials links) that the MEC can use to explore ideas for secondary student outreach. Communications continues to play a vital and central role in supporting the work of the Institute across many areas, while helping to keep members and others informed and engaged.

PIBC WEBSITE:

PIBC's website continued to serve as the primary online hub for Institute communications and virtual resources for members and others looking for information about the Institute. In addition to keeping ongoing sections and information on the website up to date (job postings, event listings, Institute news and information etc.) efforts focused on improving the visibility and access to the RPP certification process and continuous professional learning (CPL) sections as well as adding new pages and updates to encourage more student members to access PIBC's website for resources, including the Student Internship Program.

Communications Activities in 2023



PLANNING WEST MAGAZINE

4 quarterly issues containing a total of 152 pages of content, with a total of **5,748 copies** produced and distributed.

PIBC E-NEWS

32 regular editions and notices, **84 special editions**, and 63 local chapter editions produced and distributed. **Average open rate of 47% - 73%**.

PIBC WEBSITE

77,715 visits/users over 132,172 sessions, with **242,988 page views**. Top 3 most popular pages/sections: Current job postings; RPP Certification; and Annual Conference.

SOCIAL MEDIA: X (FORMALLY TWITTER)

1,739 total X followers, 193 posts, and 2,054 re-posts, comments, and engagement.

SOCIAL MEDIA: LINKEDIN

7,570 total LinkedIn followers, 275 posts, and approx. 10,175 direct & indirect engagements.

SOCIAL MEDIA: FACEBOOK

849 total Facebook followers, over one main PIBC page (739 connections) and a local chapter page (110 connections).

SOCIAL MEDIA: INSTAGRAM (ACCOUNTS CREATED IN MID 2023)

PIBC main account: **146 Instagram followers** on one main PIBC account with 67 posts and 220 engagements/likes.

Local Chapter accounts: **218 Instagram followers** over two local chapter accounts (South Cost and Vancouver Island Chapters) with 23 posts and 220 engagements/likes.

The website also continued to be a main tool for communicating and promoting key professional development tools including PIBC's CPL webinars, job postings and Chapter events. Near the end of 2023, we also begun preparation for the initial launch of the PIBC 'peer learning network' (PLN), starting with the official announcement of our partnership with the Province of BC, Ministry of Housing, in September 2023.

As part of the PLN initiative, a new section of the website has now been developed which provides a platform for key information and updates regarding the network. These include upcoming sessions and webinars, past events, educational resources and other details regarding the network.

Over the course of 2023 the PIBC website had more than 77,000 user visits over more than 132,000 sessions, generating almost 243,000 page views. The three most popular pages or sections of the PIBC website in 2023 were: current job postings, RPP Certification, and the Annual Conference. Looking ahead we will continue to work to update and revise key Institute information on the website (such as membership information, CPL information, etc.) to keep it current and accessible for members and we will continue to explore opportunities to further enhance and integrate our website and other communications with the online association management system.

PIBC E-NEWS:

The Institute's regular bi-weekly email newsletter, PIBC e-News, continued throughout 2023 as the Institute's main channel for ongoing direct and timely electronic communication with PIBC members. E-News continues to keep members informed and up to date on a wide range of topics such as, Institute news, member announcements, chapter news and events, current job postings, national news from CIP, and other external events and information. In 2023 there were 32 regular editions of the PIBC e-News, 84 special editions and member notices, as well as 63 local chapter-specific editions.

SOCIAL MEDIA:

The Institute again continued to be engaged and active across several key social media platforms throughout 2023, sharing key information, communicating, and interacting with members and others affiliated with and beyond the planning profession. Twitter, LinkedIn, and Facebook continued to be the primary social media channels for PIBC's activities and outreach. Where local chapters express an interest in engaging on social media platforms, PIBC supports a social media presence with these chapters.

In 2023 PIBC's LinkedIn following continued to grow to over 7,500 followers. Followers on X (formerly Twitter) grew to just over 1,700. The Institute's Facebook page, which largely restates existing information and messaging disseminated through our other social media channels, currently has connections with more than 730 users. The Institute and two local chapters also created Instagram accounts during 2023 and continues to maintain a presence on this platform also.

The Institute also maintains a YouTube channel that currently hosts 37 videos. It is a valuable platform to permanently share Institute video content, including certain CPL webinars and events, and other Institute video content in a convenient and accessible way. Several new pieces of video content were added to the channel in 2023.

COMMITTEE THANKS:

Appreciation and thanks are extended to all the volunteer members who contributed to the Communications Committee and to the Institute's various communications activities throughout 2023. Thanks also to the Institute's staff, in particular Communications & Marketing Specialist Cindy Cheung, for their ongoing work in supporting and implementing the Institute's communications activities.

