

## CILTNA Performance 2021

### **Branch:**

CILT North America

### **Sources of Branch Income:**

Memberships, Conference Sponsorships, Webinar Sponsorships, Corporate Agreements and Sponsorships, Chapter growth, Education and Training, University accreditation, student certificates

### **Branch Achievements:**

Despite the limitations and restrictions arising from the pandemic, CILTNA was nevertheless able to maintain a significant level of activity on a number of fronts. Thanks to the work of the Joint Committee on Membership and Education, CILTNA was able to maintain coverage of issues and engage with members through webinars. Eight webinars took place in the course of the past year, featuring North American and global presenters, and more are planned for the coming months.

These webinars are targeted to our members as well as contacts in the private sector, government, industry associations and academic institutions. The webinars have attracted growing audience numbers, and we see them as a good vehicle to demonstrate the excellence of CILTNA services to prospective new members.

These webinars also demonstrate to our longstanding members that continued involvement with our organization is indeed a value proposition, even if our networking opportunities have been constrained recently.

While at the chapter level and nationally we hope to return to in person events sometime soon, webinars have nonetheless allowed us to feature speakers from different regions in North America and globally.

CILTNA president Bob Armstrong organized a highly successful Spring Virtual Outlook Conference (June 2021) with the support of corporate and event sponsors. The conference featured senior officials and executives from the Canadian and U.S. federal Departments of Transport, the airport and airline sector, freight and passenger rail sectors, marine and ports sector, shippers and border operations. Similarly, the Fall Outlook Conference (November 15-16) features a broad range of speakers on the impact of the current state of the supply chain on transport and logistics.

In addition to focusing on industry (shippers, carriers, facility operators, associations, etc.), we continue to build strong relations with the public sector. For the fifth year, CILTNA had an agreement with the Transport Canada

(Department of Transport) and in March 2021 conducted a two-day seminar jointly with transport officials. More virtual seminars are being considered.

Programs in transportation and logistics are accredited at several universities and colleges. The Education Committee and several chapters have established strong links and have joint endeavors with higher-level institutions. Our U.S. chapter's partnership with the University of Houston consists of CILT accrediting the University. In 2021, CILTNA began exploring a similar model with other post secondary institutions.

In the course of the past year, CILTNA has remained a strong contributor to policy discussions – particularly on the impact of COVID on transport and logistics and the disruptions to the global supply chain.

Given the importance of border and trade issues, in 2020, CILTNA joined the bi-national Future Borders Coalition as an associate member to further engage in studying border management issues and continues to follow developments that are important to CILTNA members.

The focus by the Membership Committee and Chapters has been on all Member groups with a concerted effort to attract young professionals (Next Generation). To this end, CILTNA's NG representatives will be working with the NG International Committee.

Recognizing the value of social media in ensuring sustained membership growth and communication, we continue to reach members and potential members through our website, social media platforms, as well as coverage of transportation and logistics developments through a regular newsletter.

CILTNA's board continued to focus as well on good governance practices and the development of strong strategic goals.

Our new Governance Committee was established in June of this year, with a mandate to ensure succession plans are in place for key positions; to draft mandate letters for key Officers and Committees; and to establish a new Director Emeritus category.

In addition to the president who is *ex-officio*, 17 candidates were nominated and elected at the November 2021 Annual General Meeting who bring a variety of perspectives, experience and knowledge to the Board. CILTNA's newly elected Chair brings a wealth of experience and knowledge to the position.

At the International level, CILTNA vice president International has represented the organization on the International Management Committee and has coordinated activities with CILT International and with global partners. CILTNA

officials participate in quarterly virtual regional meetings of the Americas with CILT International president and CILT officials.

We have benefited from our close collaboration with CILT International in promoting educational projects and exchanging information on initiatives and best practices. CILT International also moderated several Business Development sessions for Board members.

### **Branch Challenges:**

Membership retention and recruitment remains a priority for CILTNA and membership growth remains a key target requiring development of effective strategies to reach new demographics of young professionals and industry practitioners in transport and logistics and related fields. This has required us to develop and adapt new models for communication, knowledge transfer and networking. Our new Marketing and Communications Committee has targeted improvements to the web-site content and effective use of social media tools for event promotion and member outreach.

The vast geography of our territory creates constraints for chapter development and activities – new initiatives and platforms for communicating (e.g. webinars) have helped to reach larger number of potential members and re-establish momentum in the U.S.

The Board has focused on strategic considerations to ensure that CILTNA remain viable and responsive. In 2020, the Board established a Financial Sustainability and Sponsorship Committee. To ensure that we focus on emerging issues, we continue to solicit input from all components of passenger and freight transport and logistics.

We remain attentive to the need to communicate effectively with members and to reach new and prospective members. To ensure that the needs and interests of members are met, we conducted an on-line survey in late 2020 and followed up with focus groups in 2021. Participants told us they value CILTNA as a source of information. Their top priority is to stay abreast of what is going on with domestic and international supply chains, and we heard repeatedly that CILTNA's international reach is a real asset. Participants also told us they need solid information on emerging technologies and policy changes that will affect transportation and logistics.

Looking ahead, the Board has broadly focused on strategic considerations to ensure we remain a viable and responsive organization and continue to be recognized among the pre-eminent North American forums for logistics and transport.

We believe that there is a need among business and government for training where CILTNA's resources and connections will prove useful.

Sponsorship pricing will be reviewed; member-only events will be planned. Scheduling will be such to maintain a continuous but not overcrowded pipeline of webinars, national events and chapter events. We are looking at virtual events for informal networking by members in the form of fireside chats. In all cases, the focus will be on delivering value for members.

Membership rates have remained unchanged for a number of years. The Board with input from the Membership Committee has reviewed membership rates and structures and will be implementing moderate increases for 2021-22.

### **Business plan for 2021-22**

One of the first tasks for the newly elected Board will be development of CILTNA 6<sup>TH</sup> annual Business Plan for the coming year. This Business Plan will then be provided to CILT. In the interim, the Board will operate with regard to the 2020-21 Business Plan. (NTD I suggest deleting the reference to the November meeting as it raises expectations about when the business plan will be ready)