



**RACHEL ROBERTS**  
Education Communication Officer

**VOTE FOR CONSISTENCY!**  
**VOTE FOR A STRONG VOICE!**  
**MAKE YOUR VOTE COUNT!**

**Sisters and Brothers,**

**My name is Rachel Roberts and I am the current COPE Education Communication Officer and I am running again for this significant position. In the past year, since I was elected into this position, I have taken on a few large projects, such as complete revamping our COPE website. I believe it is important to have a user-friendly and consistent location for members to obtain information they want and need. I believe communication is important and the Education Communication Officer position should be filled with someone who has a passion for communication and transparency. Information about our local should be easy for all members to access. Education is another important aspect of the position, and I believe that members should have someone who will support education opportunities wherever possible while still being responsible with our local finances.**

**I believe that we, as members, need communication in a timely manner. I am, and always have been, committed to keeping the lines of communication open and flowing smoothly. One of the tasks that I completed during this past year was to create a fully functioning account with MailChimp to keep email addresses up-to-date and to keep our communication consistent. With the creation of the mailing groups and templates for email communication, our local's "open rate" of emails has more than doubled since using the templates and system I have adopted.**

**I have a long-standing history with COPE; as I started as the COPE RVP in the BC Region for over 15 years. I am active within our local and have learned a lot about the Labour Movement as well as our unique situation with a nation-wide local. One of my passions has been communication within our union and I have always been on the side of more information shared in a timely fashion with our members is best for our union. I have advocated for information sharing and was at the forefront of discussions on how to keep our members updated with the information they should have. I believe that we have made great strides in accomplishing this. I believe we are on the right track and look forward to opportunity to continue moving in this direction.**

**If given the opportunity to continue in this position, I will continue to commit time and energy into ensuring the lines of communication remain open and accessible for all members of COPE-491 across Canada.**

**I would be honored to have your support and vote during the election and would serve in my role with full dedication. Please make your vote count and vote for consistency, vote for proven dedication, vote for me!**

**In solidarity,**

**RACHEL ROBERTS**