

College *résumé* by Email Only

We are pleased to announce that from now on the College newsletter *résumé* will be published electronically only. You will not be receiving this issue in print. A new exciting email newsletter format will be created for the fall. In the meantime, you will be receiving *résumé* via our regular email format.

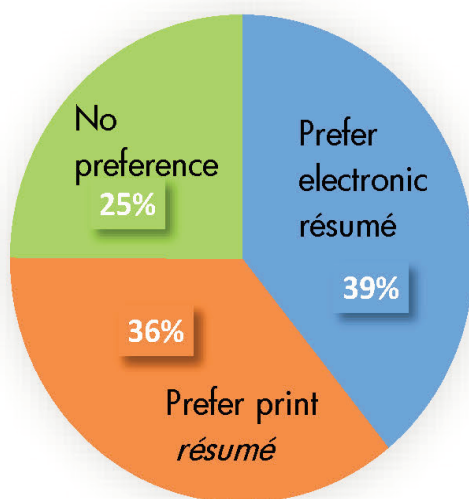
In a recent survey of members regarding *résumé*, respondents indicated a slight preference for an electronic *résumé* format. After careful consideration and research, we weighed the advantages of an electronic newsletter over print and decided to eliminate the print version. Click [here](#) for the summary of survey results.

ADVANTAGES OF ELECTRONIC RÉSUMÉ

- This change represents a savings of approximately \$30,000 per year.
- Eliminating a paper version helps protect the environment. Members can read the newsletter online and only print articles they want to read in hard copy. Even if the full PDF issues is printed, the overall paper used is expected to be significantly less.
- Statistics show that more and more consumers are using their mobile devices to read emails, articles and to check information online. In fact, 50% of smartphone users check their phones first thing when they wake up! The new design for *résumé* will make articles easy to read online.
- Electronical information is easily sharable with colleagues via email and social media.

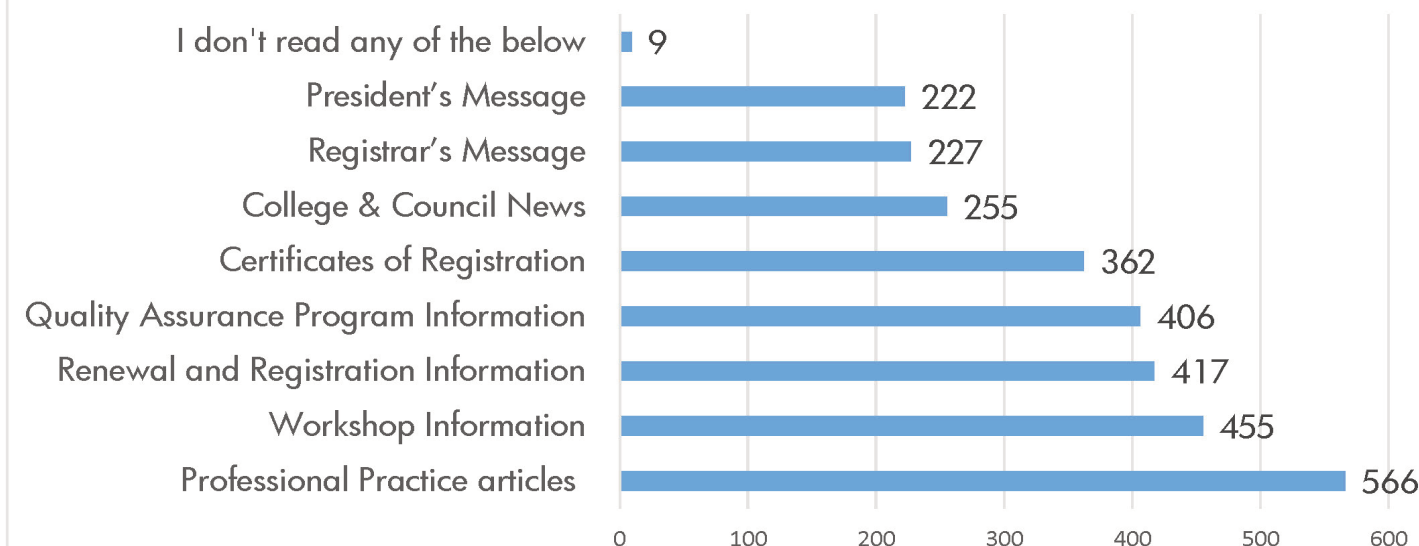
CDO Survey Result: Electronic vs Print

Number of Respondents: 598



What Members Read

Number of Respondents: 587



SUGGESTIONS QUI SERONT PRISES EN COMPTE

In the résumé survey, many members reported that they found the College newsletter useful and relevant. There were also some great recommendations to improve readership which we are considering for the new electronic format. Here are the most frequently mentioned comments:

- Include more articles about different practice areas, such as public health
- Have more real life examples and scenarios
- Include 'fast facts' or 'need to know' or 'key messages'
- More Q & As
- Give more information about what's happening at the College (what committees are doing, etc)
- Include summaries
- Provide more articles and resources related to practice

Thank you to everyone who took their time to complete the survey. Your input is valuable. We are looking forward to launching our new electronic format.