

## From the EXCO Chairman's Desk – July 2025

Dear Members,

It is with humility and a deep sense of responsibility that I write to you for the first time as Chairman of EXCO, following the untimely passing of our former Chairman. His contribution to KUSA was immeasurable, and he has left behind some truly big shoes to fill.

As I take up this role, I would like to introduce a new channel of communication—*From the EXCO Chairman's Desk*—as part of a broader commitment to openness and transparency between EXCO and the membership. These messages will serve to update you on key matters, offer clarity where possible, and provide insight into some of the questions we know are front of mind for many of you.

Of course, some topics raised by members fall under the responsibility of FEDCO rather than EXCO or involve matters of sensitivity or complexity that require thoughtful handling. I will always aim to be as candid as possible without compromising due process or confidentiality.

I also want to acknowledge a common and understandable frustration I've heard from members—that “nothing is being done.” In truth, a great deal of work is often happening behind the scenes, quietly and diligently, but without visibility it can understandably feel like silence. Through this new channel, I hope to shed light on some of that work, keep you better informed, and reassure you that your concerns are being heard and taken seriously.

### 1) KUSA's Marketing and Digital Presence

Many members have expressed concern about KUSA's visibility and the lack of a coherent marketing strategy. While this does not fall directly under EXCO's mandate, I can confirm that FEDCO has convened a dedicated task team to address these concerns. This includes the development of a new KUSA website and the exploration of a broader public engagement strategy. The work is progressing in earnest, and EXCO will continue to support these efforts wherever appropriate.

### 2) The KUSA System Upgrade

Another long-standing concern is the delay in delivering the upgraded KUSA administrative system, which has been in development for some time. I fully appreciate the frustration this has caused.

In my private capacity, and on a non-remunerated basis, I have stepped in to assist as a consultant—reviewing the current status of the project and working toward the delivery of a functional product. Although the project remains under FEDCO, responsibility for reporting and communication has now been shifted to EXCO. This change is intended to ensure more consistent updates and clearer communication with members. From now on, project progress will be reported in the monthly EXCO meeting minutes, which are circulated to all members.

### **Looking Ahead**

These are just two of several issues currently occupying members' attention, and I will continue to provide updates as progress is made. If there are topics you feel should be addressed in future messages, I encourage you to submit them via your Provincial EXCO representatives or directly to me.

### **About This Series**

*From the EXCO Chairman's Desk* will be published monthly. My aim is to keep the lines of communication open without compromising the many other responsibilities that come with this role. I appreciate your understanding and support.

Regards,

**Michael Alberts**

*Chairman of the Executive Council of KUSA*

*Prepared with editorial input from ChatGPT to support clarity and tone.*

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