A scenic sunset over a body of water, with mountains in the background. The sun is low on the horizon, casting a golden glow across the sky and reflecting on the water. The mountains are silhouetted against the bright sky.

HUB – Presentation of an Internal Communications Tool for CFEs

Business Development Team

Date: November 15, 2016

Why did we build a CFE HUB website?

- There was a clear request from the last CFE Forum that we need a central location to share information.
- built an internal tool to demonstrate how a website can improve communications and be a central gathering place for CFE Managers.

What is the definition of HUB?

- The effective center of an activity, region, or network.
- synonyms: center, core, heart, middle, focus, focal point, central point, nucleus, kernel, nerve center, polestar
- "the website is the communications hub for CFEs"

What is our HUB specifically?

- It is an internal Communication toolkit between CFEs and the BDT
- It is a tool for CFEs to help achieve their aims more effectively.
- It is a resource site – provides management and operational tools, and perspective for CFE Managers and staff
- It is a gathering place for information and communication

What is not part of the HUB?

- It is not a Business Association
- It is not the voice of CFEs to the outside world,
- It is not a place to help communicate and influence public policy
- It is not a place for lobbying government or building public campaigns for support

“Not Yet”

Current Swell

Objective 1:

- To provide resources and tools for CFE Managers to help guide business and operational decisions.

Objective 2:

To provide a medium for communication and sharing of information between CFEs

A Tour of the HUB

Home Page

Fisheries News – DFO, Oceana

Social Media – Oceana, FNFC, CFEs, OceanWise, Seafood News

Members Login

About the CFE HUB

FAQ

Information about PICFI

Members

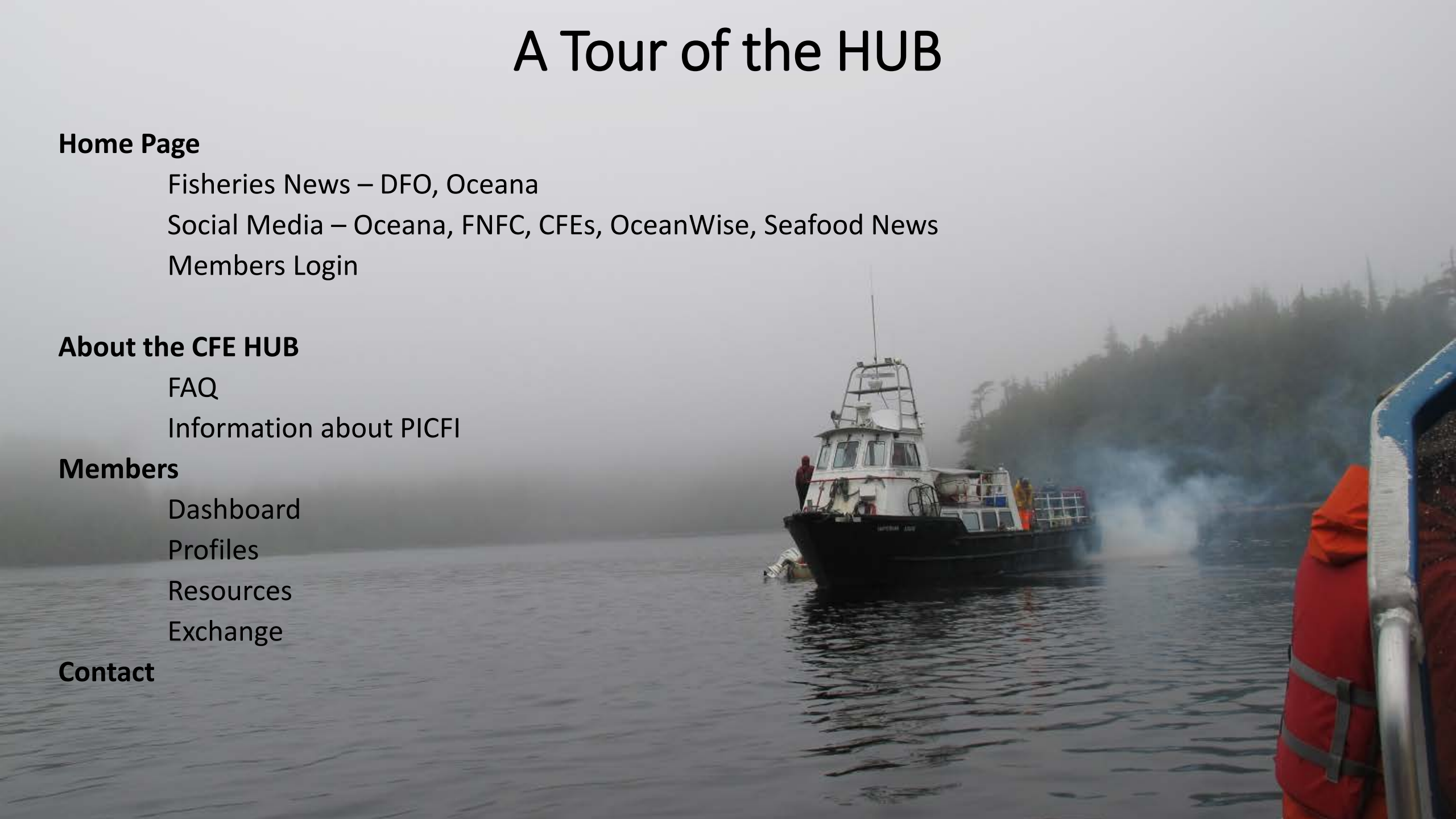
Dashboard

Profiles

Resources

Exchange

Contact



Home Page

- Fisheries News – DFO, Oceana
- Social Media – Oceana, FNFC, CFEs, OceanWise, Seafood News
- Members Login

About the CFE HUB

- FAQ
- Information about PICFI

Members

- **Dashhboard**
 - Weather Feed from WindyTV and Environment Canada
 - Login instructions and login FAQ
- **Profiles**
 - Contact Information for all 25 CFEs
 - Website Links to all CFEs - if available
 - Case Studies for 7 CFEs
- **Resources** (45)
 - BDS
 - Business Planning
 - CFE Event Material
 - Funding and Finance
 - PICFDI/SPI
 - Studies and Reports
 - Training and Education
 - Other Resources
- **Exchange**
 - Bulletin Board
 - Employment/Training
 - For Sale/Lease
 - Wanted

Dashboard

- Weather Feed from WindyTV and Environment Canada
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What is a possible future for the HUB?

- How would you like to project the image of your CFE, to those outside of the CFE network?
- How do you see the Hub securing a future for your CFE?

THANK – YOU

