

## General Pages

| Page  | Lang | Accesses |
|---|------|----------|
| Home  | EN   | 17352    |
| Events  | EN   | 2581     |
| Membership Information                              | All  | 1421     |
| About Us  | EN   | 909      |
| CASSOC By-Laws November 26, 2023                    | All  | 873      |
| Scottish resource links                             | All  | 830      |
| Login Guide   | All  | 716      |
| Clan Lookup   | EN   | 677      |
| Member Program Fund                                 | All  | 657      |
| Spring General Meeting 2024 - Summary and Recording | All  | 595      |
| Name Lookup   | EN   | 540      |
| Événements  | FR   | 455      |
| CASSOC AGM 2024                                     | EN   | 423      |
| Accueil   | FR   | 413      |
| About Publications                                  | All  | 352      |
| Success and growth with Clan Tent                   | All  | 329      |
| Recherché de nom                                    | FR   | 260      |
| Recherché de clan                                   | FR   | 235      |
| À propos  | FR   | 223      |
| Contact Us  | EN   | 206      |
| Amended Bylaws                                      | All  | 65       |
| Explanation of Bylaw Changes                        | All  | 51       |
| CASSOC Scottish Studies Graduate Bursary            | EN   | 35       |
| Heritage and Genealogy 2023 Summary                 | All  | 730      |
| Symposium for Growth and Success                    | All  | 655      |
| Member Connections 2023 Summary                     | All  | 592      |
| Sustainability January 2024 Summary                 | All  | 514      |
| Volunteers and Events 2023 Summary                  | All  | 479      |
| An Drochaid - The Bridge : Summer 2024              | All  | 899      |
| An Drochaid - The Bridge : Fall 2024                | All  | 713      |
| An Drochaid - The Bridge : Spring 2024              | All  | 688      |
| An Drochaid - The Bridge : Winter 2023              | All  | 532      |
| An Drochaid - The Bridge : Earlier Issues           | EN   | 333      |
| An Drochaid - The Bridge : Été 2023                 | All  | 279      |
| An Drochaid - The Bridge : AGM 2024                 | All  | 202      |
| An Drochaid - The Bridge : Éditions antérieures     | FR   | 181      |

## Newsletter Pages

| Page  | Lang | Accesses |
|---|------|----------|
| An Drochaid - The Bridge : Summer 2024          | All  | 899      |
| An Drochaid - The Bridge : Fall 2024            | All  | 713      |
| An Drochaid - The Bridge : Spring 2024          | All  | 688      |
| An Drochaid - The Bridge : Winter 2023          | All  | 532      |
| An Drochaid - The Bridge : Earlier Issues       | EN   | 333      |
| An Drochaid - The Bridge : Spring/Été 2023      | All  | 279      |
| An Drochaid - The Bridge : AGM 2024             | All  | 202      |
| An Drochaid - The Bridge : Éditions antérieures | FR   | 181      |

## Symposium Pages

| Page                                | Lang | Accesses |
|-------------------------------------|------|----------|
| Heritage and Genealogy 2023 Summary | All  | 730      |
| Symposium for Growth and Success    | All  | 655      |
| Member Connections 2023 Summary     | All  | 592      |
| Sustainability January 2024 Summary | All  | 514      |
| Volunteers and Events 2023 Summary  | All  | 479      |

## Hosting Notes

1. Accesses are from May 1, 2024 to November 20, 2024
2. Cassoc.ca redirects to ScotsCanada.ca.
3. The QR code on banners/ads routes through clanscanada.ca for tracking then lands on scotscanada.ca
4. Content on cassoc.ca is awaiting resources to completely implement on ScotsCanada.ca.
5. Forms processing has been implemented for local hosting of membership forms/management, surveys, event submission and approvals.
6. A proxy submission capability has also been implemented using the forms tool.
7. A back-end reporting tool is also used for membership management.

## Member Page Accesses

| Member  | EN  | FR  | Total |
|---|-----|-----|-------|
| Burnett's & Struth Scottish Regalia Ltd               | 571 | 149 | 720   |
| Cambridge Scottish Festival                           | 440 | 106 | 546   |
| Canmore Highland Games                                | 465 | 145 | 610   |
| Celtic Life International                             | 326 | 134 | 460   |
| Clan Baird Society - Canada                           | 429 | 135 | 564   |
| Clan Bell North America                               | 441 | 160 | 601   |
| Clan Buchanan Society International                   | 787 | 142 | 929   |
| Clan Cameron Association Ontario Branch               | 621 | 149 | 770   |
| Clan Campbell Society (North America)                 | 570 | 138 | 708   |
| Clan Carruthers Society International                 | 347 | 159 | 506   |
| Clan Chisholm Society Canada Branch                   | 329 | 138 | 467   |
| Clan Colquhoun of Canada                              | 388 | 182 | 570   |
| Clan Davidson Society of North America                | 394 | 151 | 545   |
| Clan Designer   | 700 | 135 | 835   |
| Clan Donald Canada                                    | 404 | 177 | 581   |
| Clan Farquharson Canada                               | 446 | 156 | 602   |
| Clan Fergusson Society of North America               | 459 | 126 | 585   |
| Clan Forbes Society, Inc.                             | 333 | 147 | 480   |
| Clan Fraser   | 183 | 69  | 252   |
| Clan Graham Society, Inc.                             | 412 | 168 | 580   |
| Clan Gregor Society Canada Chapter                    | 565 | 247 | 812   |
| Clan Gunn Society of North America                    | 574 | 167 | 741   |
| Clan Hope of Craighall Society                        | 355 | 146 | 501   |
| Clan Hunter Association, Canada                       | 414 | 164 | 578   |
| Clan Irving   | 416 | 150 | 566   |
| Clan Irwin Association                                | 505 | 159 | 664   |
| Clan Johnston/e in America                            | 606 | 131 | 737   |
| Clan Kincaid Association International                | 318 | 161 | 479   |
| Clan Lachlan Association of Canada Inc.               | 313 | 160 | 473   |
| Clan Lamont Society of North America, Inc.            | 641 | 149 | 790   |
| Clan Lennox   | 340 | 140 | 480   |
| Clan Leslie Society International                     | 366 | 148 | 514   |
| Clan Logan Society of Canada                          | 480 | 245 | 725   |
| Clan MacAlpine Society                                | 477 | 154 | 631   |
| Clan MacAulay Association                             | 304 | 156 | 460   |
| Clan MacBeth  | 624 | 140 | 764   |
| Clan MacDougall Society of North America - MacDougall | 518 | 169 | 687   |
| Clan MacDougall Society of North America - MacDowell  | 331 | 137 | 468   |
| Clan MacEwen Society                                  | 392 | 148 | 540   |

## Committee Reports - Website

| Member  | EN  | FR  | Total |
|---|-----|-----|-------|
| Clan MacFarlane Worldwide, Inc.                 | 336 | 152 | 488   |
| Clan MacKay Association of Canada               | 454 | 155 | 609   |
| Clan MacKenzie Society of Canada                | 499 | 166 | 665   |
| Clan MacKinnon Society                          | 81  | 33  | 114   |
| Clan MacLaren of North America                  | 390 | 161 | 551   |
| Clan MacLellan of America                       | 329 | 146 | 475   |
| Clan MacLennan Canada                           | 298 | 164 | 462   |
| Clan MacLeod Societies of Canada                | 569 | 135 | 704   |
| Clan MacNeil in Canada                          | 603 | 158 | 761   |
| Clan MacNicol Society of North America          | 372 | 142 | 514   |
| Clan MacPherson Association Canadian Branch     | 441 | 150 | 591   |
| Clan MacRae Society of Canada                   | 340 | 160 | 500   |
| Clan MacTavish                                  | 193 | 66  | 259   |
| Clan MacThomas Society                          | 327 | 149 | 476   |
| Clan Munro Association of Canada                | 412 | 141 | 553   |
| Clan Paisley Society - North America            | 322 | 149 | 471   |
| Clan Pringle North America                      | 303 | 148 | 451   |
| Clan Ramsay International                       | 359 | 158 | 517   |
| Clan Shaw of North America                      | 419 | 134 | 553   |
| Clan Sinclair Association (Canada)              | 419 | 125 | 544   |
| Clan Skene Association                          | 320 | 146 | 466   |
| Clan Strachan Society                           | 411 | 131 | 542   |
| Edmonstone Clan Society                         | 346 | 146 | 492   |
| Elliot Clan Society of Canada                   | 482 | 171 | 653   |
| Family of Bruce International                   | 379 | 145 | 524   |
| Fergus Scottish Festival and Highland Games     | 476 | 172 | 648   |
| Flagstaff Scottish Club                         | 385 | 144 | 529   |
| Georgetown Highland Games                       | 541 | 109 | 650   |
| Glengarry Highland Games                        | 494 | 172 | 666   |
| House of Burnett International, Inc.            | 398 | 130 | 528   |
| House of Cassady                                | 317 | 143 | 460   |
| Hutchison House Museum                          | 274 | 108 | 382   |
| Kennedy Society of North America                | 381 | 155 | 536   |
| Kincardine Scottish Festival and Highland Games | 406 | 130 | 536   |
| Kingsville-Essex Highland Games                 | 426 | 148 | 574   |
| LBA Highland Games                              | 920 | 151 | 1071  |
| Learned Kindred of Currie                       | 395 | 151 | 546   |
| Macfie Clan Society in Canada                   | 406 | 148 | 554   |
| Montreal Highland Games                         | 544 | 185 | 729   |

## Committee Reports - Website

| Member   | EN   | FR  | Total |
|--|------|-----|-------|
| Murray Clan Society of North America                             | 421  | 178 | 599   |
| National Capital Highland Games                                  | 471  | 121 | 592   |
| New Brunswick Scottish Cultural Association                      | 377  | 107 | 484   |
| Niagara Celtic Heritage Festival                                 | 565  | 120 | 685   |
| North Lanark Highland Games                                      | 404  | 122 | 526   |
| Northumberland Scottish Festival & Highland Games                | 561  | 194 | 755   |
| Orillia Scottish Festival  | 506  | 129 | 635   |
| Red Deer Highland Games  | 406  | 123 | 529   |
| Rugby Canada   | 382  | 103 | 485   |
| ScotlandShop   | 290  | 136 | 426   |
| Scottish Studies Foundation                                      | 261  | 122 | 383   |
| Sheena's Scottish Shortbread                                     | 206  | 84  | 290   |
| Sherwood Park Highland Gathering                                 | 479  | 141 | 620   |
| St. Andrew's Society Toronto                                     | 351  | 140 | 491   |
| Sydney Mines Highland Games Cultural Club                        | 1060 | 171 | 1231  |
| Tay Piping   | 156  | 50  | 206   |
| Taylors Tartans  | 337  | 105 | 442   |
| The Clan Watson Society  | 595  | 168 | 763   |
| The Greater Moncton Scottish Association, Inc.                   | 431  | 159 | 590   |
| The House of Gordon Canada                                       | 461  | 154 | 615   |
| The International Association of Clan MacInnes                   | 480  | 166 | 646   |
| The Saltire Gathering  | 403  | 187 | 590   |
| The Scottish Banner  | 308  | 138 | 446   |
| The Scottish Society of Ottawa                                   | 384  | 122 | 506   |
| The Thistle and the Fleur de Lys - Le Chardon et la Fleur de Lys | 401  | 497 | 898   |
| Uxbridge Scottish Festival                                       | 518  | 132 | 650   |
| Victoria Highland Games and Celtic Festival                      | 565  | 126 | 691   |
| Westman Scottish Association                                     | 368  | 134 | 502   |
| William Glen & Son Canada Ltd                                    | 280  | 135 | 415   |
| Youngs of Scotland   | 321  | 124 | 445   |

## Committee Reports – Scots Canada Updates and Notices

| Date         | Title  | Sent To | Opens % | Clicks % | Opens | Clicks |
|--------------|--|---------|---------|----------|-------|--------|
| Nov 8, 2024  | An Drochaid - The Bridge Special AGM Edition is Available            | 387     | 59.00   | 15.60    | 228   | 60     |
| Nov 2, 2024  | Notice of Meeting - AGM November 24 - Online                         | 95      | 62.10   | 22.10    | 59    | 21     |
| Oct 8, 2024  | Scots Canada Update - AGM, Special Edition Newsletter                | 376     | 62.00   | 9.30     | 233   | 35     |
| Sep 13, 2024 | Scots Canada Update - Fall Newsletter available, event updates       | 384     | 61.30   | 14.40    | 235   | 55     |
| Aug 29, 2024 | Scots Canada Update - Notice of AGM and more                         | 384     | 64.80   | 6.80     | 249   | 26     |
| Aug 17, 2024 | Scots Canada Update  | 384     | 57.90   | 9.20     | 222   | 35     |
| Jul 31, 2024 | Scots Canada Update  | 368     | 52.60   | 8.50     | 194   | 31     |
| Jul 6, 2024  | An Drochaid - The Bridge Summer 2024 Newsletter is available         | 367     | 63.80   | 19.10    | 234   | 70     |
| Jun 20, 2024 | Scots Canada Update  | 361     | 48.30   | 2.80     | 174   | 10     |
| Jun 12, 2024 | Scots Canada Update  | 340     | 51.60   | 8.30     | 175   | 28     |
| Jun 1, 2024  | CASSOC - Event updates and reminders for June                        | 332     | 60.40   | 5.40     | 201   | 18     |
| May 24, 2024 | Special Announcement - Clan MacFie Day                               | 330     | 65.30   | 0.00     | 215   | 0      |
| May 22, 2024 | Scottish Banner, Rugby Canada discount, event updates                | 330     | 60.60   | 6.20     | 200   | 20     |
| May 13, 2024 | Updates on our Road Show, Celtic Life, new members                   | 327     | 43.90   | 5.80     | 144   | 19     |
| May 4, 2024  | Spring Meeting resources & member event updates                      | 323     | 60.40   | 6.80     | 195   | 22     |
| Apr 19, 2024 | Festival Dates Corrected and Meeting Time Zone Clarification         | 324     | 60.40   | 3.40     | 196   | 11     |
| Apr 18, 2024 | Reminder for the Spring General Meeting this Sunday                  | 324     | 64.10   | 7.70     | 208   | 25     |
| Apr 6, 2024  | Happy Tartan Day : Spring 2024 Newsletter, Spring Meeting Notice     | 429     | 59.80   | 15.50    | 257   | 66     |
| Feb 23, 2024 | Call for Spring Newsletter, clan registrations open, upcoming events | 423     | 62.20   | 6.00     | 263   | 25     |
| Jan 25, 2024 | Happy Robbie Burns Day - Symposium Summaries, Recordings Available   | 424     | 58.00   | 5.30     | 246   | 22     |
| Jan 16, 2024 | Symposium and Events   | 424     | 61.30   | 3.10     | 260   | 13     |
| Dec 23, 2023 | Heritage Session Recordings Available                                | 409     | 59.70   | 4.90     | 244   | 20     |
| Dec 16, 2023 | Winter 2023 Available  | 410     | 55.90   | 15.90    | 229   | 65     |
| Dec 8, 2023  | Symposium and Newsletter Reminder                                    | 409     | 58.32   | 3.20     | 239   | 13     |
| Nov 30, 2023 | Happy St Andrews Day   | 410     | 53.50   | 4.20     | 219   | 17     |

## Newsletter

| Issued       | Edition     | Pages | Articles | Sent To | Opens % | Opens | Downloads |
|--------------|-------------|-------|----------|---------|---------|-------|-----------|
| Dec 16, 2023 | Winter 2023 | 78    | 43       | 410     | 55.90   | 229   | 532       |
| Apr 06, 2024 | Spring 2024 | 100   | 59       | 429     | 59.80   | 257   | 688       |
| Jul 06, 2024 | Summer 2024 | 90    | 50       | 367     | 63.80   | 234   | 899       |
| Sep 13, 2024 | Fall 2024   | 130   | 60       | 384     | 61.30   | 235   | 992       |
| Nov 08, 2024 | AGM 2024    | 62    | 33       | 387     | 59.00   | 228   | 202       |

## Events

| Date         | Event  | Mbr | Presentation                     |
|--------------|--|-----|----------------------------------|
| Dec 31, 2023 | Hogman-Eh!, Scottish Society of Ottawa                           | Yes | In-person, 2 30' banner sets     |
| May 18, 2024 | Victoria Highland Games & Celtic Festival                        | Yes | Member mounted 30' banners       |
| Jun 8, 2024  | Georgetown Highland Games  | Yes | In-person and 30' banner sets    |
| Jun 14, 2024 | Northumberland Scottish Festival and Highland Games              | Yes | In-person and 30' banner sets    |
| Jun 15, 2024 | Greater Moncton Highland Games                                   | Yes | In-person and 30' banner sets    |
| Jun 22, 2024 | Kingsville-Essex Highland Games                                  | Yes | In-person and 30' banner sets    |
| Jun 22, 2024 | Red Deer Highland Games  | Yes | In-person and 30' banner sets    |
| Jul 5, 2024  | Kincardine Scottish Festival and Highland Games                  | Yes | In-person and 30' banner sets    |
| Jul 12, 2024 | Antigonish Highland Games  | No  | In-person and 30' banner sets    |
| Jul 19, 2024 | Cambridge Scottish Festival                                      | Yes | In-person and 30' banner sets    |
| Jul 19, 2024 | Orillia Scottish Festival  | Yes | Member mounted 30' banners       |
| Jul 19, 2024 | Sherwood Park Highland Games                                     | Yes | In-person and 30' banner sets    |
| Jul 27, 2024 | Uxbridge Scottish Festival                                       | Yes | In-person and 30' banner sets    |
| Aug 2, 2024  | Glengarry Highland Games   | Yes | In-person and 30' banner sets    |
| Aug 4, 2024  | Montreal Scottish Festival and Highland Games                    | Yes | In-person and 30' banner sets    |
| Aug 9, 2024  | Fergus Scottish Festival and Highland Games                      | Yes | In-person and 30' banner sets    |
| Aug 18, 2024 | Sydney Mines Highland Games                                      | Yes | In-person and 30' banner sets    |
| Aug 24, 2024 | North Lanark Highland Games                                      | Yes | In-person and 30' banner sets    |
| Aug 24, 2024 | Flagstaff Scottish Club Gathering of the Clans Highland Festival | Yes | In-person and 30' banner sets    |
| Aug 31, 2024 | Canmore Highland Games   | Yes | Member mounted 30' banners       |
| Sep 7, 2024  | Festival Celtique de Québec                                      | No  | Custom Poster by Ewen Booth      |
| Sep 15, 2024 | Niagara Celtic Heritage Festival & Highland Games                | Yes | In-person and 30' banner sets    |
| Sep 22, 2024 | LBA Highland Games   | Yes | In-person and 30' banner sets    |
| Nov 16, 2024 | St Andrews Toronto Charity Ball                                  | Yes | In-person, special 7'x10' banner |

- 30' banner sets are 3 6'x10' banners with member posters and maps
- In-person means an officer such as chair, vice-chair or director attended
- Member mounted means that the set was shipped for the event to setup

## Summary

| Membership Type | AGM 2023  | AGM 2024   | Net Change | Notes   |
|-----------------|-----------|------------|------------|---|
| Clan/Family (1) | 53        | 64         | 11         | Two new clans are considering membership, one has not renewed (2) |
| Festival/Game   | 10        | 20         | 10         |   |
| Society         | 7         | 8          | 1          |   |
| Enterprise      | 5         | 7          | 2          |   |
| Media           | 0         | 2          | 2          |   |
| Sport           | 0         | 1          | 1          |   |
| Historical      | 0         | 2          | 2          |   |
| <b>Totals</b>   | <b>75</b> | <b>104</b> | <b>29</b>  |   |

1. there are 67 represented via 66 members and the count includes two suspended members
2. our understanding is that a difficulty arising from internal policies is the reason for not renewing

## Details

| Festival and Games                            |   |
|---|---|
| Cambridge Scottish Festival                   | National Capital Highland Games                     |
| Canmore Highland Games                        | Niagara Celtic Heritage Festival and Highland Games |
| Fergus Scottish Festival & Highland Games     | Northumberland Scottish Festival and Highland Games |
| Georgetown Highland Games                     | Orillia Scottish Festival                           |
| Glengarry Highland Games                      | Red Deer Highland Games                             |
| Kincardine Scottish Festival & Highland Games | The Saltire Gathering                               |
| Kingsville-Essex Highland Games               | Sherwood Park Highland Games                        |
| LBA Highland Games                            | Sydney Mines Highland Games                         |
| Montréal Highland Games                       | Uxbridge Scottish Festival                          |
| North Lanark Highland Games                   | Victoria Highland Games and Celtic Festival         |

| Societies                                   |                                  |
|---|----------------------------------|
| Flagstaff Scottish Club                     | Scottish Studies Foundation      |
| Greater Moncton Scottish Association        | St Andrew's Society of Toronto   |
| New Brunswick Scottish Cultural Association | The Thistle and The Fleur De Lys |
| Scottish Society of Ottawa                  | Westman Scottish Association     |
|   |                                  |

| Historical, Enterprise, Media and Sport  |                               |
|--|-------------------------------|
| Hutchison House Museum                   | Taylor's Tartans              |
| Burnett's & Struth Scottish Regalia Ltd. | Tay Piping                    |
| House of Cassady                         | William Glen & Son Canada Ltd |
| Clan Designer                            | Celtic Life International     |
| ScotlandShop                             | The Scottish Banner           |
| Sheena's Scottish Shortbread             | Rugby Canada                  |



## Committee Reports – Membership

| Clans and Families                      |  |
|---|--|
| Clan Baird Society Canada               | Clan Leslie Society International          |
| Clan Bell North America                 | Clan Logan Society of Canada               |
| Family of Bruce International, Inc.     | The Clan MacAlpine Society                 |
| Clan Buchanan Society International     | Clan MacAulay Association                  |
| House of Burnett                        | Clan MacBeth                               |
| Clan Cameron Canadian Branch            | Clan MacDougall Society of North America   |
| Clan Campbell Society (North America)   | Clan MacDowell (CMSNA)                     |
| Clan Carruthers Society International   | Clan MacEwen Society                       |
| Clan Chisholm Society Canada Branch     | Clan MacFarlane Worldwide                  |
| Clan Colquhoun of Canada                | Macfie Clan Society in Canada              |
| Learned Kindred of Currie               | International Association of Clan MacInnes |
| Clan Davidson Society of North America  | The Clan MacKay Association of Canada      |
| Clan Donald Canada                      | The Clan MacKenzie Society of Canada       |
| Edmonstone Clan Society                 | The Clan MacKinnon Society                 |
| Elliot Clan Society of Canada           | Clan MacLellan of America                  |
| Clan Farquharson Canada                 | Clan MacLennan Canada                      |
| Clan Fergusson Society of North America | Clan MacLeod Societies of Canada           |
| Clan Forbes Society, Inc.               | Clan MacNeil in Canada Association         |
| Clan Fraser Society of North America    | Clan MacNicol Society of North America     |
| House of Gordon Canada                  | Clan MacPherson Canadian Branch            |
| Clan Graham Society Inc.                | Clan MacRae Society of Canada              |
| Clan Gregor Society Canada Chapter      | Clan MacTavish                             |
| Clan Gunn Society of North America      | Clan MacThomas Society                     |
| Clan Hope of Craighall Society          | Clan Munro Association of Canada           |
| Clan Hunter Association of Canada       | Murray Clan Society of North America       |
| Clan Irving                             | Clan Paisley Society                       |
| Clan Irwin Association                  | Clan Ramsay International                  |
| Clan Johnston/e in America              | Clan Shaw of Canada                        |
| Kennedy Society of North America        | Clan Sinclair Association of Canada        |
| Clan Kincaid Association International  | Clan Skene Association                     |
| Clan Lachlan Association of Canada Inc. | Clan Strachan Society                      |
| Clan Lamont Society of North America    | The Clan Watson Society                    |
| Clan Lennox                             | Youngs of Scotland                         |