

COSCA Communications Chairman Report for 2024 Barry Robert (Bart) Forbes December 7, 2024

2024 Year in Review

In 2024, the Communications Chairman has posted 20 public blogs, added 19 members-only articles in the Members Only section of the website, expanded the COSCA clearinghouse of information, added 53 additional Society News items, distributed 12 *COSCA Updates* which are opened by an average of 500 people each month, increased COSCA's audience on social media (13% on Facebook and 68% on Instagram), created or updated four databases; and directly communicated with 37 Scottish heritage societies and business, 19 individuals, and one media producer.

A. Public Blogs

In the past year, COSCA has published twenty (20) blogs:

- 12/01/24 Policy and Procedure Manual
- 11/30/24 ChatGPT Historian
- 10/31/24 Engage Potential Members By Researching Clan or Family Heritage
- 10/02/24 Society of Antiquaries of Scotland Grant Program
- 09/30/24 Privacy Policies and Website Cookies
- 09/17/24 Castle Studies Trust Now Accepting Grant Applications
- 09/01/24 Scottish Family History Centers
- 08/07/24 Gender Equity in Scottish Heritage Societies
- 07/31/24 Video Shorts: TikTok, Instagram Reels, and YouTube Shorts
- 07/06/24 Revitalizing Local Clans: Lessons from Successful Peer Groups
- 06/11/24 Phishers, Spoofers, and Spam: Combatting Internet Fraud
- 06/02/24 Non-profit Liability Insurance
- 06/02/24 A United Passion for Tartan: ScotlandShop Welcomes House of Tartan
- 04/17/24 Tools for Clan and Family Genealogy
- 03/15/24 Becoming Chief: The State of Scottish Chiefship in the 21st Century
- 02/23/24 CASSOC Symposium for Growth and Success: Sustainability
- 02/19/24 Scottish Law Regarding Clans and Chiefs
- 02/23/24 CASSOC Symposium for Growth and Success: Heritage and Genealogy
- 01/30/24 Clan Merch: Clan & Family Society Online Stores
- 01/03/24 Creating and Editing Your Wikipedia Page

B. Member Services

Nineteen detailed resources were added to the organizational members-only <u>Members Services</u> section of the website that assist Scottish heritage societies in improving their management, communications, genealogy services, and more. These included:

- Scottish Law Regarding Clans and Chiefs
- Scots Law: Records of the Parliaments of Scotland (RPS) mentioning "clan" or "chief"
- Gender Equity in Scottish Heritage Societies
- Revitalizing Local Clans: Lessons from Successful Peer Groups
- Non-profit Liability Insurance
- CASSOC Symposium 2023: Sustainability
- CASSOC Symposium: Volunteers and Events
- Video Shorts: TikTok, Instagram Reels, and YouTube Shorts
- Phishers, Spoofers, and Spam: Combatting Internet Fraud
- Creating and Editing Your Wikipedia Page
- Clan and Family Societies with Lifetime Membership
- Clan Merch: Clan and Family Society Online Stores
- Scottish Family History Centers
- Tools for Clan and Family Genealogy
- Clan Campbell Society (NA) WikiTree Projects
- CASSOC Symposium 2023: Heritage and Genealogy
- Castles Studies Trust
- CASSOC Symposium: Heritage and Genealogy
- Clan Campbell Society (NA) WikiTree Projects

C. Clearinghouse

As part of its mission to act as a clearinghouse of information, COSCA has developed and updated databases in the past years:

<u>Chiefs</u>. The online database of <u>Chiefs</u> (submenu under "<u>Find My Clan</u>") has been updated with information regarding the title (Chief, Commander, Chieftain, or Tanist); membership in the Standing Council of Scottish Chiefs (132 of the 172 listings or 77%); whether the individual was recognized as the head of a specific clan or family (113 of the total 172 or 66%); and the identification of that clan or family group. See: https://www.cosca.scot/chiefs

<u>Scots Law.</u> COSCA conducted a review of all Records of the Parliaments of Scotland (RPS) and compiled a listing of 33 records that mention "clan" or "chief." See: https://www.cosca.scot/scotslaw

Games and Festivals. COSCA converted the static webpage of Games & Festivals into a dynamic database of 165 listings, organized by US region and country (Canada and Scotland.) This includes 34 listing in Canada and 32 in Scotland. Thanks to the assistance of Mary Erwin, Chairman, Clan Irwin Association, COSCA now includes "honored clan" designations in the database.

The COSCA Clearinghouse on the website now includes twelve (12) databases, including Associations (159), Chiefs (171), IRS Clan Societies (153), Clans and Families (343), Clans/Families Facebook Pages (151), Games (165), Lifetime Memberships (70), Society News (167), Scholarships (58), Local Societies (152), Surnames (11,102, and Scottish Law (33).

D. Clan and Family Gatherings in Scotland

As a new service, COSCA now provides a listing of Clan and Family Gatherings in Scotland. Currently, 33 Gatherings are listed. (See Appendix A.)

E. Society News

Every month, the Communications Chairman skims through about 200 Facebook pages and society websites in order to research news items from clan and family societies, local Scottish heritage associations, and games organizations. As a result, 53 additional <u>Society News</u> items were posted in 2024. (See Appendix B.) This not only keeps COSCA informed of the activities of current and potential members but also demonstrates our keen interest and support of these groups. COSCA now receives news items directly from these organizations.

F. COSCA Updates

In the beginning of each month, the Communications Chairman compiled and distributed an e-mail newsletter called "COSCA Update." The 2024 editions were widely circulated and read:

		Opened	Clicked	Site Sessions
•	COSCA Update: December 2024	500	90	67
•	COSCA Update: November 2024	499	96	107
•	COSCA Update: October 2024	527	62	73
•	COSCA Update: September 2024	566	66	65
•	COSCA Update: August 2024	506	67	43
•	COSCA Update: July 2024	528	55	45
•	COSCA Update: June 2024	526	57	73
•	COSCA Update: May 2024	514	62	70
•	COSCA Update: April 2024	549	81	126
•	COSCA Update: March 2024	512	105	147
•	COSCA Update: February 2024	543	76	93
•	COSCA Update: January 2024	573	81	113

G. Social Media

During 2024, the Communications Chairman wrote and distributed 18 public Facebook posts and 17 Instagram posts. COSCA has a cumulative reach of over 1,000 people on Instagram and over 11,000 on Facebook. The Instagram account now has 241 followers, up from 143 followers in November 2023, an increase of 68%. COSCA Facebook posts have generated a total of 1,345 followers, up from 1,193 followers in November 2023, an increase of 13%. For more details, see Appendix C: COSCA Facebook and Instagram Posts: 2024.

H. Website Audience

During this period, the COSCA website attracted 21,332 users and 146,256 views. The most visited pages were the Surname search page (34,765 views from 7,321 users), Find My Clan (19,761 views from 7,766 users), the Clan Map (6,086 views from 3,258 users), and the COSCA homepage (6,914 views from 3,807 users.) Of the total users, 13,409 (63%) came from organic searches (such as Google), 4,774 (22%) from a direct link (such as the QR code), and 1,470 (7%) were acquired from social media (such as Facebook). See Appendix D: Google Analytics 2024.

I. Personal Communication

Personal communication is critical for building relationships with current and potential members, and with the general public. The Communications Chairman personally communicated with individual representatives of 37 Scottish heritage societies and business, 19 individuals, and one media producer. (See Appendix E: Personal Communications: Scottish Heritage Societies and Businesses.) Communications covered these broad topics, excluding follow-ups:

•	General Inquiry	20
•	Database (clans, games)	11
•	Blogs (research, clarification)	8
•	Request contact info	8
•	Login assistance	8
•	Assistance / Advice	6
•	Request reprint	6
•	Membership	5
•	News item	5
•	Thanks / Congrats	2

J. Leadership Guide

In August 2024, the Communications Chairman alerted the COSCA leadership that the Scottish Government announced that applications for the Scottish Connection Fund 2024-2025 were being accepted. The Chairman provided a draft of a funding proposal for a "leadership guide" that was suggested in February 2024. With assistance from the leadership, the final application was submitted on August 16, 2024. On November 18, 2024, COSCA was notified that the application was rejected for funding: "The panel welcomed the focus on sustainability and inclusivity but would have liked more clarity on how marginalised groups would be included and consideration given to a digital version of the guide." I recommend that COSCA publish the *Leadership Guide* with our own funds. Please see the proposal in a separate file.

K. Virtual Clan Finder

In the coming year, the Communications Team will incorporate an artificial intelligence (AI) application into the COSCA website that will assist visitors in identifying their clan or family society, provide information, and direct them to specific websites. For an example, please see the COSCA blog ChatGPT Historian. Used by Clan Maclaine of Lochbuie. COSCA's current system does not has a "search" function and requires sorting through many pages. While generic AI apps use sources such as Wikipedia, genealogy sources, and House of Names, the COSCA AI will be restricted to vetted information from the clan an family societies themselves.

Appendix A: Clan and Family Gatherings

- Clan Arthur International Gathering May 10 12, 2024
- <u>2024 Gathering of the Clan Hannay Society</u> May 24 26, 2024
- Clan MacEwen Society Annual General Meeting and Clan MacEwen Family Convention June 6 9, 2024
- <u>Clan MacKinnon Society Clan Gathering</u> June 18, 2024
- Clan MacLennan Worldwide 2024 Gathering July 3-9, 2024
- International Association of Clan MacInnes Annual General Meeting July 11-14, 2024
- <u>Clan Gregor International Gathering 2024</u> July 14-21, 2024
- Clan Matheson International Gathering 2024 July 20 23, 2024
- <u>Clan Lamont Society2024 Gathering</u> July 20, 2024
- <u>Clan Hunter International Gathering 2024</u> July 26 28, 2024
- Clan MacDougall International Gathering July 30 August 4, 2024
- <u>Clan Chattan Association Annual Gathering 2024</u> August 1, 2024
- <u>Clan Hay Gathering 2024</u> August 1 4, 2024
- Clan Cameron International Gathering 2024 August 1 4, 2024
- Clan MacAulay Association 2024 Clan Gathering August 7-10, 2024
- <u>Carruthers Gathering 2024</u> August 24 25, 2024
- Ewing Family Association 2024 Family Convention September 19 22, 2024
- <u>Clan Davidson Association Annual Gathering</u> September 27 29, 2024
- <u>Clan MacNicol International Clan Gathering</u> October 3 6, 2024
- 2024 MacMillan Gathering October 23 27, 2024
- International Pringle Gathering June 24 27, 2025
- Clan Leslie Society International Gathering 2025 July 6, 2025
- Clan Logan Family Convention April 23 27, 2025
- Clan Somerville Family Association Gathering May 4, 2025
- MacDuffee, Macfie, and MacPhee Family Convention May 17, 2025
- Moffat Clan Gathering July 24 -27, 2025
- <u>Clan Leslie Society International Gathering 2025</u> July 6, 2025
- International Clan Sinclair Gathering July 25 29, 2025
- Clan Oliphant Gathering 2026 July 26 August 2, 2026
- Clan MacKenzie International Gathering August 2 9, 2025
- Clan MacAulay International Gathering August 12-15, 2026
- Clan Home Gathering September 10 14, 2026

Appendix B: Society News

- Nov 30, 2024 Clan Logan Society International Hosts Q&A Forum for Commander Nominees
- Nov 18, 2024 St. Andrew's Society of DC Color Guard Invited to Inaugural Edinburgh Tartan Parade
- Nov 17, 2024 Scots Charitable Society Creates Audio Version of its History
- Nov 12, 2024 John Thor Ewing Appointed Ewing Clan Chief
- Nov 11, 2024 Clan MacDougall Society of North America Initiates Book Club
- Oct 30, 2024 Guthrie Family Wines to Donate Portions of Sales for Restoration of Clan Guthrie Kirk
- Oct 22, 2024 Clan Logan Society Uses Online Fundraising for 2025 Family Convention
- Oct 9, 2024 Clan Gunn Society Announce Death of Chief of the Clan Gunn
- Oct 5, 2024 Clan Gregor Society Debuts New Instagram Account
- Oct 1, 2024 Death of Clan Kerr Chief Michael Andrew Foster Jude Kerr, 13th Marquis of Lothian
- Sep 26, 2024 House of Tartan and ScotlandShop Open New Combined Store in Crieff, Perth and Kinross,
- Sep 21, 2024 Rothesay Herald Presides Over Ewing Family Convention at Strathleven House
- Sep 15, 2024 Clan Baird Plans for Dower Hotel Revamp is Placed on Hold
- Sep 11, 2024 Clan Rose International Sponsors First Clan Athletes
- Sep 3, 2024 Marjorie Flora Fraser, Lady Saltoun, Dies at the Age of 93
- Aug 25, 2024 Tartan Film Festival Features "Meet the Buchanans"
- Aug 24, 2024 Simon Peter Caruthers of Holmains Inaugurated as Chief of the Name and Arms
- Aug 21, 2024 Clan Ewing Announces a New Publication on The Ewings of Gwinnett
- Aug 7, 2024 The Society of Antiquaries of Scotland Announces Grant Recipients
- Aug 7, 2024 Baird Commander Richard Baird Reappointed as Commander for a Further Five Years
- Aug 1, 2024 Applications for the Scottish Connections Fund 2024-2025 Are Now Open
- Jul 31, 2024 St. Andrew's Society of Baltimore Offers Classes on Scottish-American Identity
- Jul 30, 2024 Clan Forbes Launches Video Shorts for TikTok, Instagram Reels, and YouTube Shorts
- Jul 1, 2024 Clan Somerville Family Gathering in Carnwath, Scotland
- Jun 26, 2024 Clan Logan Society Announces Family Convention for 2025 in Edinburgh
- Jun 25, 2024 Celtic Cultural Alliance announces Celtic Classic Poetry Contest
- Jun 15, 2024 Clan Name and Commander Sought for Clans MacDuffee, Macfie, and MacPhee
- Jun 14, 2024 Clan Leslie Society International Launches "New Member Special"
- May 25, 2024 Clan MacMillan Society of North America Plans 2024 Clan Gathering
- May 21, 2024 Clan Bell Society Launches Instagram Page
- May 17, 2024 Clan Watson Conducts Survey of Members of Selecting Clan Commander
- May 7, 2024 Clan MacCallum-Malcolm Society of North America Using GoFundMe for Scholarships
- May 7, 2024 Clan Irwin Association Launches New Website
- May 3, 2024 Clan Logan Society International Announces Derbfine for April 2025
- Apr 27, 2024 Clan Hay Gathering Set for August 1 through 4, 2024

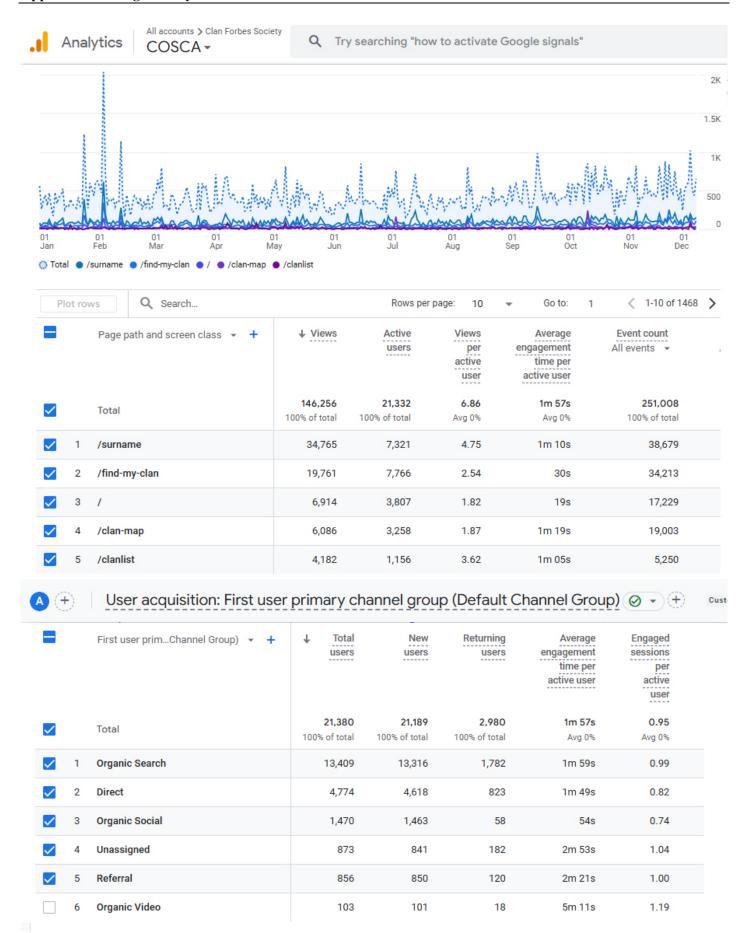
- Apr 26, 2024 Clan Carruthers Society Plans 2024 Carruthers Gathering
- Apr 8, 2024 House of Gordon USA Awards Scholarships to Eight Youths and Juvenile Pipe Band
- Apr 1, 2024 Clan Campbell Society NA Announces New Educational Foundation Based in Delaware
- Apr 1, 2024 Clan Pringle Association Announces Gathering in June 2025
- Mar 28, 2024 Clan Guthrie USA Establishing Foundation to Purchase Guthrie Kirk
- Mar 24, 2024 Oliphant Clan and Family Association Raises Funds for Historical Document
- Mar 17, 2024 Clan Forbes Society Receives \$1,100 from Walt Disney Company
- Mar 9, 2024 Sherman Celtic Festival and Highland Games Raises Funds through Raffle of Trip
- Mar 2, 2024 Clan MacCallum Malcolm Society of North America Mourns Loss of Clan Chief
- Feb 27, 2024 Clan Irving Announces Gathering of the Local Clans and Families
- Feb 26, 2024 Clan Watson Society Publishes Summary Book
- Feb 18, 2024 International Association of Clan MacInnes Announces Corporate Arms
- Feb 13, 2024 Ewing Family Association Announces Family Convention for Clan Chief
- Feb 7, 2024 Clan Campbell Society NA Announces New YouTube Channel
- Feb 5, 2024 Clan Forbes Genetic Genealogist Launches New Study of Scottish Noble Families
- Jan 27, 2024 Clan Carmichael USA Announces Podcast Interview on Scottish At Heart
- Jan 23, 2024 Lord Lyon Advertises Petition Regarding Chief of the Name and Arms of MacDonald of Glencoe
- Jan 7, 2024 Clan Buchanan International Announces Creative Writing Competition

Appendix C: COSCA Facebook and Instagram Posts: 2024

Title	Date published	Reach (i)	Likes and reactions
Clan Maclaine of Lochbuie have "hired" an artificial intelligence (AI) © scottishsocieties	Fri Nov 29, 2:49pm	80 Reach	3 Likes
Clan Maclaine of Lochbuie have "hired" an artificial intelligence (AI) Council of Scottish Clans & Associations	Fri Nov 29, 2:49pm	2 Reach	1 Likes and reactions
Clan Maclaine of Lochbuie have "hired" an artificial intelligence (AI) Ouncil of Scottish Clans & Associations	Fri Nov 29, 2:49pm	155 Reach	3 Reactions
Sharing stories from your clan or family history creates a virtual co Starting stories from your clan or family history creates a virtual co	Fri Nov 1, 1:22pm	40 Reach	2 Likes
Sharing stories from your clan or family history creates a virtual co Council of Scottish Clans & Associations	Fri Nov 1, 1:22pm	0 Reach	0 Likes and reactions
Sharing stories from your clan or family history creates a virtual co Council of Scottish Clans & Associations	Fri Nov 1, 1:22pm	129 Reach	3 Reactions
Explore more of your clan or family heritage with archaeological an © scottishsocieties	Wed Oct 2, 2:45pm	35 Reach	4 Likes
Explore more of your clan or family heritage with archaeological an ② Council of Scottish Clans & Associations	Wed Oct 2, 2:45pm	1 Reach	0 Likes and reactions
Explore more of your clan or family heritage with archaeological an Council of Scottish Clans & Associations	Wed Oct 2, 2:45pm	193 Reach	5 Reactions
Scottish heritage societies need to build trust among their current © escottishsocieties	Mon Sep 30, 3:37pm	23 Reach	2 Likes
Scottish heritage societies need to build trust among their current Council of Scottish Clans & Associations	Mon Sep 30, 3:37pm	1 Reach	1 Likes and reactions
Scottish heritage societies need to build trust among their current Council of Scottish Clans & Associations	Mon Sep 30, 3:37pm	125 Reach	5 Reactions
If your clan or family society is engaged in researching your ancestr Scottishsocieties	Tue Sep 17, 2:42pm	175 Reach	2 Likes
If your clan or family society is engaged in researching your ancestr Council of Scottish Clans & Associations	Tue Sep 17, 2:42pm	1 Reach	0 Likes and reactions
If your clan or family society is engaged in researching your ancestr Council of Scottish Clans & Associations	Tue Sep 17, 2:42pm	1.4K Reach	5 Reactions
At least ten clans and families maintain their own stand-alone muse scottishsocieties	Mon Sep 2, 1:05am	60 Reach	7 Likes
At least ten clans and families maintain their own stand-alone muse Council of Scottish Clans & Associations	Mon Sep 2, 1:05am	1 Reach	1 Likes and reactions

Title	Date published	Reach (i)	Likes and reactions
At least ten clans and families maintain their own stand-alone muse Council of Scottish Clans & Associations	Mon Sep 2, 1:05am	1.1K Reach	22 Reactions
.While some new Scottish heritage societies are created every year, Council of Scottish Clans & Associations	Wed Aug 7, 3:38pm	1 Reach	1 Likes and reactions
.While some new Scottish heritage societies are created every year, scottishsocieties	Wed Aug 7, 3:38pm	35 Reach	4 Likes
.While some new Scottish heritage societies are created every year, Output Output Description Output Desc	Wed Aug 7, 3:38pm	375 Reach	9 Reactions
Most Scottish heritage societies claim that they are attempting to a scottishsocieties	Wed Jul 31, 10:06am	27 Reach	0 Likes
Most Scottish heritage societies claim that they are attempting to a Output By Council of Scottish Clans & Associations	Wed Jul 31, 10:06am	2 Reach	1 Likes and reactions
Most Scottish heritage societies claim that they are attempting to a (a) Council of Scottish Clans & Associations	Wed Jul 31, 10:06am	239 Reach	3 Reactions
In the fall of 2022, Clan Campbell Society of North America embark © scottishsocieties	Sat Jul 6, 3:51pm	73 Reach	6 Likes
In the fall of 2022, Clan Campbell Society of North America embark Output Output Description Output Descri	Sat Jul 6, 3:51pm	2 Reach	1 Likes and reactions
In the fall of 2022, Clan Campbell Society of North America embark Ouncil of Scottish Clans & Associations	Sat Jul 6, 3:51pm	1.6K Reach	22 Reactions
As a leader of your Scottish heritage society, you should educate y Scottishsocieties	Tue Jun 11, 10:58am	43 Reach	1 Likes
As a leader of your Scottish heritage society, you should educate y Ouncil of Scottish Clans & Associations	Tue Jun 11, 10:58am	346 Reach	9 Reactions
In COSCA's latest blog, Sean J. Logan, Genealogist for Clan Logan S © escottishsocieties	Wed Apr 17, 2:41pm	52 Reach	1 Likes
In COSCA's latest blog, Sean J. Logan, Genealogist for Clan Logan S Ouncil of Scottish Clans & Associations	Wed Apr 17, 2:41pm	834 Reach	13 Reactions
Celebrate National Tartan Day 2024 at one of the more than two do © scottishsocieties	Sat Mar 30, 10:22am	74 Reach	5 Likes
Celebrate National Tartan Day 2024 at one of the more than two do Council of Scottish Clans & Associations	Sat Mar 30, 10:22am	1.3K Reach	18 Reactions

Title	Date published	Reach (i)	reactions (i)
The defining aspect of a Scottish clan is the Clan Chief. In Gaelic tan Council of Scottish Clans & Associations	Fri Mar 15, 2:54pm	1.2K Reach	24 Reactions
The Clans and Scottish Societies of Canada (CASSOC) 2023 Sympos Scottishsocieties	Fri Feb 23, 2:05pm	45 Reach	0 Likes
The Clans and Scottish Societies of Canada (CASSOC) 2023 Sympos Council of Scottish Clans & Associations	Fri Feb 23, 2:05pm	210 Reach	1 Reactions
Records of the Parliaments of Scotland (RPS) from the reign of Alex scottishsocieties	Fri Feb 23, 2:03pm	66 Reach	3 Likes
Records of the Parliaments of Scotland (RPS) from the reign of Alex Council of Scottish Clans & Associations	Fri Feb 23, 2:03pm	320 Reach	7 Reactions
The meeting centered on the significance of heritage and history wi scottishsocieties	Wed Jan 31, 2:12pm	68 Reach	3 Likes
The meeting centered on the significance of heritage and history wi Council of Scottish Clans & Associations	Wed Jan 31, 2:01pm	184 Reach	0 Reactions
Most clan and family societies earn revenues through their member scottishsocieties	Tue Jan 30, 11:10am	67 Reach	1 Likes
Most clan and family societies earn revenues through their member © Council of Scottish Clans & Associations	Tue Jan 30, 11:10am	504 Reach	12 Reactions
When the Clan Watson Society decided to create its own Wikipedia © scottishsocieties	Wed Jan 3, 2:30pm	68 Reach	2 Likes
When the Clan Watson Society decided to create its own Wikipedia © Council of Scottish Clans & Associations	Wed Jan 3, 2:30pm	879 Reach	16 Reactions



Appendix E: Personal Communications: Scottish Heritage Societies and Businesses

- Celtic Heritage Alliance
- Clan Anderson Society
- Clan Buchanan
- Clan Campbell Society of North America
- Clan Carruthers Society
- Clan Colquhoun International Society
- Clan Dunbar International Society
- Clan Elliot Society, USA
- Clan Forsyth Society US
- Clan Graham Society
- Clan Irwin Association
- Clan Lamont of NA
- Clan Little Society
- Clan Logan Society
- Clan MacAulay Association
- Clan MacBean
- Clan MacEwen
- Clan MacFarlane Worldwide
- Clan MacLea (Livingstone) Society
- Clan MacQueen of the Carolinas
- Clan MacThomas
- Clan McAlister of America
- Clan Moffat Society
- Clan Stewart
- Colorado Scottish Festival
- Elliot Clan
- Enquête exclusive, M6
- Innes Clan Society
- Kalamazoo Scottish Festival
- Learned Kindred of Currie
- Loch Badin Celtic Festival & Highland Games
- National Trust for Scotland
- Queens University
- Saint Andrew's Society of Tampa Bay
- ScotlandShop
- Scots' Charitable Society
- Scottish Arts of New England