

Dear Board Members.

Please accept this as my application to be nominated for the position of ISCC Director.

As a Canadian citizen, I feel incredibly privileged to live in a country with a robust Parliamentary Democracy. An essential part of ensuring our democracy remains representative of the people is equal access to the internet for all Canadians coast-to-coast-to-coast.

I strongly believe in the core values of your mission. While consumer demand for the internet has historically placed a priority on speed of service, it has often come at the expense of safety and security. It is imperative the internet also remains open, safe and secure through responsible guiding principles.

Over the next three to five years I believe three of the top challenges - and opportunities - facing the Canadian Internet Community include national infrastructure development, privacy considerations with big-data analytics and the use of artificial intelligence [AI] in the internet economy.

Canada's vast and unique geography presents challenges for people living in rural and remote communities. Many of them are underserved. Ensuring the proper infrastructure is in place to provide equal access will undoubtedly enrich the lives of tens of thousands of Canadians.

Revelations about Cambridge Analytica, Aggregate IQ and the data breach affecting more than 600,000 Canadian Facebook users should be a wake-up call for the need to establish protocols and educate consumers on how to protect their privacy and take control of their personal data. Conversely, being able to harness data for the good of society has myriad applications. I propose to raise awareness of, and educate Canadians on, these issues through various social media channels, digital platforms, media appearances and events.

Exponential growth in the Internet of Things shows no sign of abating, but it is the consumer-driven tip of the ice berg for artificial intelligence. Blockchain technology and electronic commerce are scaling up at unprecedented rates. Policies must be developed to address competing interests and educate consumers in a responsible and informed way.

The application of algorithms into the workforce requires informed decision making through good old-fashioned RI [*real* intelligence] from experts in the know. Amplifying a variety of voices to inform and educate Canadians on the internet economy is imperative if the path forward is to be in the best interest of our citizens and our country.

The scope and the scale of the internet provides the most effective means of communications ever in the human tool kit. Everyone should have equal access to it. Connecting more people to the global classroom creates a larger pool of talent to share ideas and drive innovation. Fundraising campaigns and the promotion of initiatives such as Digital Access Day promise a significant return on investment in practical terms and for the ISCC's reputation.

Accessibility should also be a key component of delivery. All Canadians will benefit from being connected to each other and the rest of the world. Successful strategy initiatives and outreach efforts will empower individuals and engage communities.

Through good governance and sound policy development I have no doubt the board of directors at the Canadian chapter of the Internet society will foster a culture of collaboration and success. I would like to be on your team during this critical juncture.

My skill sets can help you achieve your goals. I have two decades of experience in digital communications and a certification in Digital Strategy and Communications Management. A former journalist by trade, I am an effective communicator across all platforms and channels. As a marketing director I spearheaded national awards shows, national training programs and multi-phased marketing campaigns. I have organized events from conception to completion. When I was at the helm of the Toronto Debating Society, my executive team doubled membership by rebranding the club, rebuilding the website and launching a social media campaign to drive traffic.

It would be an honour to be able to share my knowledge and experience with your organization to assist you in achieving your goals.

Either a one-year or a two-year term is amenable to me. I am committed to participating in the required meetings and activities. I pledge to abide by the ISCC Articles of Continuance, Bylaws, Board Resolutions and Policies. I agree to abide by the ISCC process for candidate nominations for the election of Directors.

Additionally, I would be interested in committee work involving communications, events and education.

Yours sincerely,

Heather Bakken