Establishment of the Institute’s International Committee of Communications

Faced with the need to continue strengthening the communicative strategies and actions that contribute to the Lasallian Educational Mission, **Brother Armin Luistro, Superior General of the Brothers of the Christian Schools, has established the Institute’s International Committee of Communications**, which will operate in close collaboration with the Office of Information and Communication.

The priority tasks of this new Committee have to do with “enabling a greater rapprochement and knowledge of the reality of communications in the Institute at the local, District and Regional levels”, while seeking to “promote initiatives to **strengthen the communication articulation between the Institute, the Districts and the Regions**”.

In the same vein, the mandate of the Committee will be to “**guide and design global communication campaigns for the Institute**”, “suggest proposals to strengthen digital communication strategies” and “**contribute to the training and exchange of communication experiences**, especially between Regions and Districts”.

To undertake this task, the International Committee of Communications will be composed of three members appointed by the Superior General for the coming three years, 2025-2028, from 1 April 2025 to 15 May 2028. The members are: **Mijail Arturo Eluani Pérez,** from Mexico; **Kate Mason**, from Australia; and **Silvia Pompa Fernández**, from Spain.



Mr. Mijail Eluani is coordinator of Public Relations and Communication at Universidad La Salle México and co-Chair of the *Asociación Mexicana de Comunicadores (AMCO)*-Mexican Association of Communicators. He holds a Bachelor's Degree in Communication Sciences and pursing a Master's degree in Strategic Communication Management. He has more than 15 years of experience as a Communication Strategist, Consultant and Lecturer. He coordinates the communication strategies of the La Salle University Network in Mexico and has received the AMCO award five times for his leadership in internal, external and positioning communication strategies.



Ms. Kate Mason has been associated with the De La Salle Brothers for ten years. As of 2019 she has taken responsibility for leading the Communications and Social Media initiatives in the District of Australia, New Zealand, Pakistan and Papua New Guinea (ANZPPNG), while providing high-level executive support to the District Council and Brother Visitor. Kate's exceptional experience in both communications and administration ensures the effective functioning of both roles, demonstrating her wholehearted commitment to the development of the Lasallian Mission and her contribution to the goals of the Institute.



Ms. Silvia Pompa has been responsible for internal and external communication in the Arlep District (Agrupación Lasaliana España-Portugal) since 2018. She holds a PhD and a Degree in Information Sciences from the *Universidad Complutense* of Madrid. She also has a Master's Degree in Marketing and Communication Management, as well as in Graphic Design. In addition to coordinating La Salle's communication network in Spain and Portugal, she leads in the design and implementation of communication and marketing campaigns, writing press releases, updating the website and media relations. She is also responsible for the design, layout and writing of corporate materials, and is in charge of the conceptualisation and development of editorial projects for the educational field.

We thank the members of the International Committee of Communications for their willingness and generosity in contributing to the consolidation of the Institute's communications ecosystem from a synodal perspective.