

COMMUNICATION TEAM MINUTES

MONDAY, APRIL 14, 2014, 1:30-3:30PM, HPEDSB BOARD COMMITTEE ROOM, BELLEVILLE

IN ATTENDANCE: Maribeth deSnoo (Co-Chair), Kellie Brace, Linda Duffy-Brown, Donna Kaye, Wendy Anderson (Coordinator)

REGRETS: Bonnie Perrigard (Co-Chair)

MANDATE: The Communication Team is responsible for developing and implementing a communication plan which includes strategies for communication throughout the Network, with and between organizations and the community. Strategies will include common branding, parent/youth engagement and CYSN website. In addition, this Team responds to the communication needs of the Network, Coordinating Team, priority committees and working groups.

ITEM	DISCUSSION/MOTIONS	RECOMMENDATIONS <i>(things to go forward to the Network)</i>	ACTION <i>(including Person Responsible and Completion Date)</i>
1. Welcome and Introductions	Welcome		
2. Review of Agenda	Accepted		
3. Accept Minutes from Mar 17th	Accepted		
4. Business Arising from Minutes:			
a) Network Meeting Highlights	Maribeth directed members to the March 25 th Network meeting minutes.		http://www.hpechildrenandyouth.ca/about-the-network/
b) Coordinating Team Update	Next meeting is scheduled for tomorrow.		Maribeth will recommend a CYSN presentation on 211 to Coordinating Team.

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c) Follow-up from Community Indicators and Measures Committee re: communication questions.	<ul style="list-style-type: none"> The question about “which group should have the responsibility for addressing” was felt to be a planning issue that should occur at a Network meeting rather than through a questionnaire. Although it was felt that the Facebook and Twitter questions did not fit a “self-assessment”, they were tweaked a bit and will be included so that you can determine how much time and effort needs to be invested in these social media strategies. 		You have all been invited to participate in the pilot for the partnership self-assessment tool. Please send any feedback to Beverley Bell-Rowbotham, Data Analysis Coordinator at dachastings@laccp.ca .
5. Work Plan a) Website Stat Review b) Review Changes to CYSN Website	<p>A small growth in visitors occurred in March 2014. Wendy advised that she hasn’t been referring CYSN members to the website for Network meeting packages because they include such a large number of attachments which would make it cumbersome. Kellie suggested scanning the entire package as the Learning Foundation does for its Board packages.</p> <p>As discussed in March, changes made by SNAP:</p> <ul style="list-style-type: none"> Add subscribe button to blog Replace blog archive listing with word cloud <p>Wendy had SNAP incorporate other improvements:</p> <ul style="list-style-type: none"> In keeping with family engagement project language, change “parent” to “family” Connect Red Card download to family section. It was agreed that the Red Card posting is not user-friendly, especially now that posters with 		<p>Wendy will scan the next CYSN meeting package, post on our website as one document and send link to CYSN members and community partners.</p> <p>Phase II of blog subscription campaign will be directed at VIPs.</p> <p>Next meeting – the team will look at appearance of Red Cards on website. Maribeth and others will view on their cell phones.</p>

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<p>c) Discuss Ideas for Future Changes; e.g., Second Helpings</p> <p>d) Review changes to CYSN Travelling Slideshow</p>	<p>QR codes will be placed in high schools and community agency reception areas.</p> <ul style="list-style-type: none"> • Spell out VIQ acronym – clear language. <p>SNAP suggested a blog search area. Wendy is working with SNAP to improve appearance.</p> <p>Deferred to next meeting</p> <p>The orientation version in pdf was viewed in the Professional section of the CYSN website. Upcoming mailings to prospective new members will include the link.</p> <p>Notes and tweaks to the slideshow – in the Member Area – were reviewed. Those making presentations will be asked to provide feedback to Wendy.</p>		<p>Next meeting - the team will develop a design to highlight red flag areas set out in the Report Card 2013.</p> <p>Wendy is working with Kelly Mathieson and Theresa Kennedy on a mailing to 30-40 prospective organizations.</p> <p>Wendy will incorporate suggestions from the team.</p>
<p>6. New Business</p>			
<p>7. Next Meeting</p>	<p>Schedule changed due to Victoria Day Wednesday, May 21st, 1:30-3:30am, HPEDSB – Queen Alexandra Room.</p>		<p>If you are attending or not: mdesnoo@hpedsb.on.ca Bonnie.Perrigard@HighlandsHoresCAS.com wanderson@cmhs-hpe.on.ca</p>
<p>8. Adjournment</p>	<p>Adjourned at 3:30pm</p>		