

COMMUNICATION TEAM MINUTES

MONDAY, DECEMBER 15, 2014, 1:30-3PM, QUEEN ALEX ROOM, EDUCENTRE, 156 ANN STREET, BELLEVILLE

IN ATTENDANCE: Maribeth deSnoo (Co-Chair) – HPE Learning Foundation, Donna Kaye – Family Space Quinte, Wendy Anderson (CYSN Coordinator)

REGRETS: Linda Duffy-Brown – Community Living Prince Edward, Bonnie Perrigard – Highland Shores Children’s Aid, Anne-Marie Murphy – County of Hastings

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	This meeting was chaired by Maribeth.		
2. Review of Agenda	Accepted		
3. Accept Minutes from Nov 17th	Accepted		
4. Business Arising from Minutes: a) Network Meeting Highlights from Nov 27 th	Please refer to minutes for details. Maribeth shared that the presentations made by Terry Swift and Margo Russell-Bird on mental health transformation and the special needs strategy were well-received by the membership.		

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b) Coordinating Team Update c) Co-chair and Membership	N/A Maribeth approached two possible members. One agreed but later declined due to other commitments. Maribeth is waiting for confirmation from the other. Wendy put out a general call for new members on Friday. Donna declined the position of co-chair. Maribeth questioned whether the team can operate without co-chairs. Wendy advised that we need to be flexible in order to make our structure work for us; e.g., Wendy facilitates Coordinating Team meetings.		Each team member is to recruit one new member and report back at our next meeting. Also consider becoming a Communication Team co-chair.
5. Work Plan a) Website Stats for Nov 2014 b) Update on Website Re-Organization	The results continue to be steady. Wendy submitted outline to SNAP on Nov 20 th and is waiting for a response. The Service Pathway Committee suggested adding the TAY resource directory to the No Wrong Door section. The long-awaited electronic Service Referral Guide was launched today – website hits are up. Wendy advised that VIQ has asked why they are not featured as a community resource on the CYSN website homepage. The group discussed the reasons why 211 was chosen by the Network.		Wendy will include response to VIQ with minutes.

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<p>c) Draft Copyright Procedure/Policy</p> <p>d) Annual Celebration</p>	<p>The group reviewed the third draft incorporating some suggestions made by Maribeth’s legal advisor.</p> <p>Wendy directed everyone to the final bullet on the CYSN historical timeline 2012-14 which was developed for presentation to the Network last month. Donna stated that she found the timeline helpful. The list contains current activities which may be cause for celebration when completed.</p> <p><u>Internal:</u></p> <ul style="list-style-type: none"> • Partnership self-assessment outcomes • Family engagement framework • Data repository – waiting for funding response from Trillium • No Wrong Door – evaluate member responses to Service Referral Guide • Aboriginal plan • Communication effectiveness; e.g., website <p><u>External – Red Flag Projects:</u></p> <ul style="list-style-type: none"> • Second Helpings awareness campaign (a grow-a-row type community project) • ECD awareness campaign (0-6 years physical activity key messages and resources for implementation by member organizations) <p>Maribeth suggested we wait for activities and projects to pan out before we celebrate. Perhaps small “as they happen” celebrations could occur at the end of CYSN meetings – invite the media and send press releases out to VIPs.</p>		<p>We will discuss and finalize at our January meeting when more members are present.</p>

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	<p>The small advocacy group struck at the November Network meeting will be looking at strategies to increase awareness of red flag issues by new municipal councils. Wendy will suggest to the group that they may want to consider tweaking the CYSN travelling slideshow and decide on presenters.</p>		
<p>6. New Business a) Community Service Expo</p> <p>b) ECD Working Group Campaign</p>	<p>The CYSN and Community Services Network are teaming up with the Harm Reduction Task Force to offer a combination training day / expo on May 26th. A save the date will be going out shortly to previous registrants and promotional materials will be released to the entire Network late January / early February. Costs for promotion, space, lunch and speakers will be covered by the Harm Reduction Task Force.</p> <p>This awareness campaign (for details, please visit http://goo.gl/34FpcQ for logic model) will be launched at the February Network meeting.</p>		<p>As in previous years, Wendy will coordinate registration for display booths in collaboration with the expo planning committee.</p> <p>Wendy will share any promotional materials with the team electronically.</p>
<p>7. Summary of Next Steps</p>			
<p>8. Next Meeting Third Monday of each month</p>	<p>Monday, January 19th, 1:30-3:30am, HPEDSB</p>		<p>If you are attending or not: mdesnoo@hpedsb.on.ca wanderson@hpedsb.on.ca</p>
<p>9. Adjournment</p>	<p>Adjourned at 3:20pm</p>		