

COMMUNICATION TEAM MINUTES

MONDAY, FEBRUARY 10, 2014, 1:30-3:30PM, CHILDREN'S MENTAL HEALTH SERVICES, 3RD FLOOR

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

REGRETS: Theresa Dostaler

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 Jan 20th	Accepted		
4. Business Arising from Minutes			
a) Network Meeting Highlights	N/A		
b) Coordinating Team Update	N/A		
c) New Members	Will invite Resource Sharing Committee members if the committee disbands.		

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<p>5. Work Plan</p> <p>a) Website Stat Review</p> <p>b) NWD Promotional Video</p> <p>c) Engagement Strategy; VIPs</p> <p>d) CYSN Info/Recruitment Roadshow</p>	<p>January visits were the highest ever and the most popular page is the blog. Increased visits may be due to the fact that Wendy is directing people to the website to read the newsletter and feature article, and is starting to refer people to the website for agendas and minutes.</p> <p>Loyalist students have advised that they cannot fit new text into the existing video – so we will go with what we have. The team recommended that we direct people to the CYSN YouTube channel to view rather than showing at the February 27th meeting.</p> <p>Implementation of Mail Chimp deferred.</p> <p>The team reviewed the slideshow/orientation with hyperlinks and suggested replacing budget with a pie chart of expenditures and adding a supported by section.</p> <p>The team felt unable to answer questions that may come up at presentations about frequency of the report card, data, etc.</p>	<p>Share with Network on Feb 27th</p>	<p>We will look at the Lanark blog – written by members rather than Coordinator - at our next meeting.</p> <p>Wendy will pass this info along to the Service Pathway Committee who meet on February 13th.</p> <p>Wendy will revise and send to group for final review. Maribeth and Bonnie will work on a list of questions for the Community Indicators and Measures Committee which will be taken to the Coordinating Team meeting.</p>
<p>6. New Business</p> <p>a) 211</p>	<p>Bonnie advised that she has received two requests from VIQ – one to update her eportal info and one to update her 211 info. It was understood that the eportal is the 211 data source.</p>		<p>Bonnie will get info from VIQ and report back at our next meeting.</p>

ITEM	DISCUSSION/MOTIONS	RECOMMENDATIONS <i>(things to go forward to the Network)</i>	ACTION <i>(including Person Responsible and Completion Date)</i>
7. Next Meeting	Monday, March 17, 1:30-3:30pm, CMHS		If you are attending or not: mdesnoo@hpedsb.on.ca Bonnie.Perrigard@HighlandsHoresCAS.com wanderson@cmhs-hpe.on.ca
8. Adjournment	Adjourned at 3:30pm		