

## COMMUNICATION TEAM MINUTES

FRIDAY, FEBRUARY 6, 9-11AM, QUEEN ALEX ROOM, EDUCENTRE, 156 ANN STREET, BELLEVILLE

IN ATTENDANCE: Maribeth deSnoo (Co-Chair) – HPE Learning Foundation, Bonnie Perrigard – Highland Shores Children’s Aid, Anne-Marie Murphy – County of Hastings, Wendy Anderson (CYSN Coordinator)

COMMUNITY INDICATORS AND MEASURES COMMITTEE (CIMC) GUESTS: Brandi Hodge – United Way Quinte, Beverley Bell-Rowbotham – Data Analysis Coordinator, Tami Callahan – Highland Shores Children’s Aid (via telephone)

REGRETS: Donna Kaye – Family Space Quinte, Linda Duffy-Brown – Community Living Prince Edward, Wendy Swoffer – John Howard Society

**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>
<b>1. Welcome and Introductions</b>	Maribeth welcomed CIMC guests.		
<b>2. Review of Agenda</b>	As a result of the change in meeting date, there will be no Coordinating Team Update		
<b>3. Accept Minutes from Jan 19<sup>th</sup></b>	Accepted		
<b>4. Business Arising from Minutes:</b> a) Network Meeting Highlights b) Coordinating Team Update from Feb 9 <sup>th</sup> c) Co-chair and Membership	N/A N/A		As this is Maribeth’s last meeting as co-chair, the co-chair position will be rotated until a more permanent arrangement can be made.

ITEM	DISCUSSION/MOTIONS	RECOMMENDATIONS <i>(things to go forward to the Network)</i>	ACTION <i>(including Person Responsible and Completion Date)</i>
			Each team member is to recruit one new member and report back in March.
<b>5. Report Card 2013 Brochure Discussion</b>	<p>Maribeth stated that the Network needs a process to address issues between groups, and the role of the Communication Team needs to be clearer.</p> <p>Brandi said that she sees some duplication of work at the committee level. She suggested that we wait for the action plan on the partnership self-assessment results to be established by the membership before spending time on Network processes and structure. The CIMC were tasked by the Network to come back with recommendations for moving forward, based on self-assessment exercise results gathered in November 2014.</p> <p>Maribeth asked CIMC representatives what the Communication Team can do help move forward on what is stated in the “moving ahead” section of the Report Card 2013 brochure.</p> <p>Brandi advised that the data repository was one of the items promised and that progress has been slow. We just learned that our funding application to Trillium has been turned down, and the group is currently addressing that. The CIMC also feels that</p>		

ITEM	DISCUSSION/MOTIONS	RECOMMENDATIONS <i>(things to go forward to the Network)</i>	ACTION <i>(including Person Responsible and Completion Date)</i>
	<p>the slow progress of the Red Flag working groups has meant there is not anything to follow-up on yet.</p> <p>Wendy and Anne-Marie advised that the Advocacy working group has developed a work plan to make deputations to inform 17 municipal councils in Nov 2015 about the work of the CYSN – specifically, not what we’re going to do but what we have done. Red Flag campaigns will be finished by then. The work plan is being presented to Red Flag groups in February for input and consensus. It will then be presented to CIMC and Communication Team in March. The need for a small quantity of updated Report Card brochures or similar resource to hand out to councillors was identified.</p> <p>Beverley shared a community profiles report which contains EDI and EQAO results by community throughout HPE. This data and trends format provides an example of what our data repository will provide.</p> <p>Beverley advised that the data in the brochure can be updated. She indicated that our activities on Red Flag issues is a second communication piece.</p> <p>Bonnie stressed the importance of updating the community on the actions of CYSN to address Red Flag issues – even if campaigns haven’t yet begun.</p>		

ITEM	DISCUSSION/MOTIONS	RECOMMENDATIONS <i>(things to go forward to the Network)</i>	ACTION <i>(including Person Responsible and Completion Date)</i>
	<p>It was agreed that the CIMC could take care of the data side of the brochure and the Communication Team the CYSN description, and “how to get involved” and “what’s ahead” sections”.</p> <p>A final draft could be made ready for presentation to the CYSN in June in preparation for a September 2015 release.</p>		<p>Brandi offered to take this back to the CIMC. They will determine whether the updated brochure should be distributed electronically or copied. Unused United Way funding – now allocated to the data repository - could be applied.</p>
<p><b>6. Work Plan</b></p> <p>a) Website Stats for Jan 2015</p> <p>b) Update on Website Re-Organization</p>	<p>Usage continues to be strong – up from December.</p> <p>Wendy advised that SNAP360 is currently working on the new set-up in the “back room” of the CYSN website. Wendy will populate the content in time for the ECD launch on March 23<sup>rd</sup>, when participating members will be going for messages to share with their clients – top priority! Wendy didn’t feel that it was necessary to wait for completion of the partnership self-assessment action plan which may take time. If changes are identified, she can easily revise the content at that time.</p> <p>The CIMC approved the addition of a data report section on the website – as a temporary resource until the data repository is ready – and will be supplying her with relevant community reports.</p>		<p>Wendy will report on where website visitors are going at the 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>
<p><b>7. New Business</b>            a) Feedback on Agenda Template</p>	<p>All liked the format of having CYSN vision and mandate included at the top of the agenda, along with the Communication Team purpose.</p> <p>Bonnie suggested that having a list of 5 key CYSN goals would increase clarity of purpose for members of the Network, its teams, committees and working group, as well as the community.</p> <p>Wendy shared that she had summarized current items to the Network in November through an <a href="#">historical timeline</a> which set out what the CYSN had accomplished over the past two years and what it was working on today. She shared these items with the Communication Team on December 15<sup>th</sup>:</p> <p><u>Internal</u></p> <ul style="list-style-type: none"> <li>• Partnership self-assessment outcomes</li> <li>• Family engagement framework</li> <li>• Data repository – waiting for funding response from Trillium</li> <li>• No Wrong Door – evaluate member responses to Service Referral Guide</li> <li>• Aboriginal plan</li> <li>• Communication effectiveness; e.g., website</li> </ul>		

ITEM	DISCUSSION/MOTIONS	RECOMMENDATIONS <i>(things to go forward to the Network)</i>	ACTION <i>(including Person Responsible and Completion Date)</i>
	<p><u>External – Red Flag Projects</u></p> <ul style="list-style-type: none"> <li>• Second Helpings awareness campaign (a grow-a-row type community project)</li> <li>• ECD awareness campaign (0-6 years physical activity key messages and resources for implementation by member organizations)</li> </ul> <p>Wendy reminded the group about the <a href="#">goals and objectives</a> summary developed by this group, and suggested the tool be updated. It doesn't show Red Flag groups. (Note: This document is currently posted in the "About the Network" section of the website and was included in the travelling slideshow.)</p>	<p>The Network needs to identify five key goals which groups may base their work plans for 2015/16 on.</p>	<p>Once this has been done, the Communication Team can update the goals and objectives summary tool as a resource for the CYSN.</p>
<b>8. Summary of Next Steps</b>			
<b>9. Next Meeting</b>	To be determined		<p>If you are attending or not:  <a href="mailto:wanderson@hpedsb.on.ca">wanderson@hpedsb.on.ca</a></p>
<b>10. Adjournment</b>	Meeting adjourned at 10:55am		