

COMMUNICATION TEAM MINUTES

MONDAY, JANUARY 19, 1:30-3:30PM, QUEEN ALEX ROOM, EDUCENTRE, 156 ANN STREET, BELLEVILLE

IN ATTENDANCE: Maribeth deSnoo (Co-Chair) – HPE Learning Foundation, Wendy Swoffer – John Howard Society, Linda Duffy-Brown – Community Living Prince Edward, Bonnie Perrigard – Highland Shores Children’s Aid, Anne-Marie Murphy – County of Hastings, Wendy Anderson (CYSN Coordinator)

REGRETS: Donna Kaye – Family Space Quinte

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	Introductions were made and Maribeth welcomed new member Wendy Swoffer, John Howard Society.		
2. Review of Agenda	Accepted		
3. Accept Minutes from Dec 15th	Accepted		
4. Business Arising from Minutes: a) Network Meeting Highlights from Nov 27 th b) Coordinating Team Update	For those who were not in attendance, please refer to CYSN minutes for details. N/A		TO VIEW PLEASE CLICK

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c) Co-chair and Membership	Maribeth announced the need to fill the vacant co-chair position by our next meeting . If not filled within the Team, we will have to go outside.		Consider becoming a Communication Team co-chair. Also, each team member is to recruit one new member and report back at our next meeting.
5. Work Plan a) Website Stats for Dec 2014 b) Update on Website Re-Organization	<p>Usage was fairly steady in spite of the holiday.</p> <p>Wendy shared that by taking the average # of users per month throughout 2014 (459) and the average % returning (39%), one could suggest that we have a solid 179 regular visitors to our website. The assumption is that our returning visitors are member organizations and community partners.</p> <p>Wendy walked the group through a re-organization update following her meeting with Emily at SNAP on Jan 7th. Emily indicated that these changes will use up our 5 outstanding hours of service nicely and that work can begin shortly.</p> <p>Emily suggested that we consider holding off on disabling Facebook and twitter until plans for Red Flag community campaigns (see item 5d) have been finalized. Participating members will have an easier time sharing blog posts, etc. with families and the community through these platforms.</p>		Wendy will continue to monitor this stat to establish a trend in regular visitors.

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<p>c) Draft Copyright Procedure/Policy</p>	<p>Maribeth stated that this is not consistent with partnership self-assessment results which indicate that the majority of members would not use Facebook or twitter to stay connected to the CYSN.</p> <p>Wendy advised that the Community Indicators and Measures Committee (CIMC) application to Trillium to fund the data repository was denied. The CIMC meet on Jan 26th to look at other sources of funding and come up with a Plan B. Wendy distributed a simple box format for a website-based data inventory containing data links that pertain to the work of our committees/working groups for review by the group. Wendy would like to present this idea to the CIMC as an interim data resource for members until funding for the data repository can be secured. The group liked the idea and format.</p> <p>Team members identified that there are items outstanding in the “What’s Ahead” section of the Report Card 2013 brochure. The idea of an update of the brochure was supported.</p> <p>All agreed that the final draft makes sense to them. Bonnie asked how this will be used. Wendy advised that members will be asked to sign the form when they submit materials for presentation and distribution to the Network.</p>	<p>This procedure/policy will be presented to the Network for approval in February.</p>	<p>Wendy will invite CIMC Co-chairs Brandi Hodge and Tami Callahan and DAC Beverley Bell-Rowbotham to our next meeting to discuss.</p>

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d) Red Flag Project Awareness Campaign Updates	<p>Wendy advised that the Second Helpings Working Group is waiting for a response from United Way to their funding application to launch a community “grow-a-row” type campaign this Spring. This project is in response to Canadian Community Health Survey results for HPE – viewed Report Card.</p> <p>Wendy advised that the Early Childhood Development (ECD) Working Group met this morning to finalize a work plan for their social media campaign to parents of children 0-6 years, using materials now available through the ParticipACTION “Make Room for Play” campaign launched on Jan 12th. Work will be performed by sub-groups around planning for the launch (March 23 to 27), resources and evaluation. A soft launch will occur at the CYSN meeting on February 26th. This project is in response to EDI scores for HPE – viewed Report Card.</p>		
e) Plan Launch of Revised Red Cards	<p>Wendy shared that the Service Pathway Committee wish to put the printing of the Red Cards on hold and focus right now on the creation of a user-friendly, easily update-able e-version. The reason given is because unknown changes to the youth support system (addictions, mental health) would mean a waste of time and money (\$2000-\$2500). There are some technology challenges that Wendy needs to resolve; i.e., incompatible software</p>		

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	<p>between printer's version, web-based version and existing pdf. She is waiting for suggestions and a quote from SNAP360.</p> <p>Maribeth said that this change goes against the results of the 2014 Red Card survey with the Network where 68.75% indicated that the CYSN should continue maintaining a website version of the Red Card and 68.75% stated that the CYSN should continue printing the Red Card.</p> <p>The group asked Wendy to find out from the Service Pathway Committee when a realistic date for a reprint would be. Wendy stated that she has been tasked by the Service Pathway Committee to offer remaining supply of cards at the February CYSN meeting and ask members to bring any surplus cards to share.</p>		<p>Wendy will determine an estimated date for printing of the Red Cards from members of the Service Pathway Committee via email.</p>
6. New Business	None		
7. Summary of Next Steps			
8. Next Meeting	Monday, February 9 th , 1:30-3:30am, Location TBA		<p>If you are attending or not: mdesnoo@hpedsb.on.ca wanderson@hpedsb.on.ca</p>
9. Adjournment	Meeting adjourned at 3:20pm		