

COMMUNICATION TEAM MINUTES

MONDAY, JUNE 9, 2014, 1:30-3:30PM, HPEDSB, 156 ANN STREET, BELLEVILLE

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

REGRETS: Linda Duffy-Brown,

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 Bonnie		
2. Review of Agenda	Accepted		
3. Accept Minutes from Apr 14th	Accepted		
4. Business Arising from Minutes: a) Network Meeting Highlights from April 24th b) Coordinating Team Update from April 15 th	Maribeth directed members to the minutes.		http://www.hpechildrenandyouth.ca/about-the-network/ http://www.hpechildrenandyouth.ca/about-the-network/teams/

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<p>5. Work Plan</p> <p>a) Website Stat Review for April and May</p> <p>b) Review Appearance of Red Cards on Website</p> <p>c) Planned Use of Social Media by Early Childhood Development Working Group</p> <p>d) Design Website changes to Highlight Red Flags</p>	<p>Results in April were the highest yet. Wendy reported a dip in May and an interesting spike on May 14th – 58 visits – the day that April 24th CYSN minutes were shared.</p> <p>Members felt the website appearance was fine and that website hyperlinks would be helpful. But should the hard version be eliminated?</p> <p>It was agreed that a short survey would be helpful in determining whether there is value to clients for us to continue printing the Red Cards. The former Youth Integration Team (pre-restructuring) had been planning to phase out the printed cards and rely solely on the electronic version because many youth favour electronic communication, updates are easier and they save on printing costs. But what about those kids who don't have cell phones and computers. Before we update the March 2013 cards, we need community input.</p> <p>It was agreed that the CYSN and member websites should be utilized rather than creating something new.</p> <p>All agreed that the work of the Red Flag working groups could be more prominent – perhaps a revision to the website design is required.</p>		<p>Wendy will investigate cost of web-based updates.</p> <p>Bonnie will advise CYSN of upcoming survey.</p> <p>Wendy will work on this over the summer.</p>

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e) Report on Use of Slideshow at May 13 th Quinte Employment Network meeting	Wendy reported that the presentation was easy to use and was well-received by QEN members.		
6. New Business	Maribeth and Wendy attended the annual celebration of the Kingston planning table in Napanee on June 6 th – they alternate locations between Kingston and L&A.		We will discuss the idea of an annual celebration at our September meeting.
7. Next Meeting	Third Monday of each month Monday, September 15 th , 1:30-3:30am, HPEDSB		If you are attending or not: mdesnoo@hpedsb.on.ca Bonnie.Perrigard@HighlandsHoresCAS.com wanderson@cmhs-hpe.on.ca
8. Adjournment	Adjourned at 3pm		