

COMMUNICATION TEAM MINUTES

MONDAY, MARCH 17, 2014, 1:30-3:30PM, CHILDREN'S MENTAL HEALTH SERVICES, 3RD FLOOR

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

REGRETS: Linda Duffy-Brown, Donna Kaye

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 Feb 10th	Accepted		
4. Business Arising from Minutes			
a) Network Meeting Highlights	N/A		
b) Coordinating Team Update	N/A		
c) Report on 211	Bonnie contacted VIQ and was directed to Amy Watkins at United Way. Recent usage stats will be available shortly.	Maribeth will recommend to the Coordinating Team	

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		that a presentation on 211 usage be added to a future Network agenda.	
5. Brainstorm a) Develop communication questions for incorporation into CYSN Partnership Self-Assessment	The Team decided to incorporate its questions into the existing self-assessment tool – see attached.		The draft will be shared again with the group for final input, then forwarded to Beverley prior to Community Indicators and Measures Committee meeting on March 27 th
6. Work Plan a) Website Stat Review b) Presentation of Website Ideas - WordPress c) Engagement Strategy; VIPs	February stats were similar to January Wendy shared two ideas received from recent WordPress workshop – (1) subscribe to blog and (2) replace blog archive listing with word cloud. Based on dialogue at Coordinating Team, the team agreed there is a need to put something on the website that provides easy updates to red flag priority items and the report card 2013. Phase II of blog subscription campaign will be directed at VIPs.		Wendy will speak to SNAP about incorporating small changes and obtain cost for larger changes

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d) Review of Other Planning Table Websites e) Chalk Talk	<p>Team members reviewed the other websites in advance of the meeting. It was noted that the new Kingston site specifically targets its members and not parents. The Lanark blog is weekly, and often features fundraising events – something we generally refer to VIQ.</p> <p>3,500 report cards are to be included with Chalk Talk distribution in March/April – to parents, VIPS, etc.</p>		
7. New Business			
8. Next Meeting	Monday, April 14, 1:30-3:30pm, CMHS		If you are attending or not: mdesnoo@hpedsb.on.ca Bonnie.Perrigard@HighlandsHoresCAS.com wanderson@cmhs-hpe.on.ca
9. Adjournment	Adjourned at 3:40pm		