

COMMUNICATION TEAM MINUTES

MONDAY, NOVEMBER 18, 2013, 1:30-3:30PM, CHILDREN'S MENTAL HEALTH SERVICES

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

REGRETS: Bonnie Perrigard (Co-Chair), Kelly Brace, 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	Maribeth is chair		
2. Review of Agenda	Accepted		
3. Accept Minutes from Oct 21st	Accepted		
4. Business Arising from Minutes			
a) Network Meeting Highlights	The next meeting date has been changed to Dec. 6 th .		
b) Coordinating Team Update from Nov 5 th	The need for internet to accommodate presentations; e.g., social media, asset inventory has resulted in a change of venue from CYSN to County of Hastings building on Church Street, 3 rd Floor.		

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	<p>The first presentation of the new Community Issues Form will occur; i.e., Quinte West hub.</p> <p>The Coordinating Team has decided to deal directly with people requesting presentations; either in person or by telephone in order to get a better sense of what will be presented and corresponding action.</p> <p>The Communication Team really liked the term “Infomercial” coined by Amy Watkins, referring to the 30 sec to 1 min updates under new business.</p>		<p>Wendy will include copies of the new Community Issues Request Form in the CYSN meeting package, and advise members of the submission due date for Feb. 27th.</p> <p>Wendy will incorporate use of “Infomercial”</p>
<p>5. Work Plan</p> <p>a) Website Stats</p> <p>b) NWD Training Brochure</p> <p>c) NWD Promotional Video</p>	<p>Wendy presented online Google Analytics report for October 15-November 14 and previous period. We went from 273 to 362 visits and 678 to 939 page views. The Blog and Resources section continue to be the most popular pages.</p> <p>Final brochure was distributed. These were included in Expo exhibitor kits. Service Pathway Committee will present at Dec. Network meeting. May be used during roadshow presentations. Brochure has been posted on CYSN website.</p> <p>The video was viewed. At the suggestion of the Service Pathway Committee, changes are being made to demonstrate Warm Hand-Off, give credit to students and place the CYSN in branding position. The team liked the video, and agreed that it would be improved with these changes.</p>		<p>Wendy will look into video pop-up when people visit CYSN website.</p>

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d) Report on Community Service Expo e) Follow-up on Community Engagement Strategy; VIPs f) CYSN Info/Recruitment Roadshow	<p>Wendy and Linda reported that opportunities for Networking went well. However, while the # of visitors more than doubled over last year, organizers would have liked to see more. The idea of holding it at Quinte Mall was discussed. A debrief session is scheduled for Nov. 27th, 9-10am, HPEDSB for exhibitors to offer input for next year.</p> <p>As suggested at our last meeting, Wendy signed up for Mail Chimp (an email marketing service provider) but her operating system will not accommodate.</p> <p>The team reviewed and discussed the draft promotional slide show prepared by Wendy. Use of the three brochure front pages, graphics from brochures, website print screen, social media symbols, simple notes for presenters and animations were discussed.</p>		<p>Wendy is doing another Expo feature in next week's blog.</p> <p>Wendy will pursue the possibility of an upgrade. Will take advantage of Chalk Talk distribution to 3,000+.</p> <p>Wendy will prepare another draft for next meeting. Donna offered to add some animations.</p>
6. New Business	The work plan was reviewed to make sure the team is on track.		Wendy will bring orientation check-list to next meeting.
7. Next Meeting - 3rd Monday, 1:30 - 3:30pm, CMHS	<p>Monday, January 20th, 1:30-3:30pm, CMHS</p> <p>It was decided that we don't need a December meeting. Merry Christmas!!!</p>		If you are attending or not: mdesnoo@hpedsb.on.ca Bonnie.Perrigard@HighlandsHoresCAS.com wanderson@cmhs-hpe.on.ca
8. Adjournment	Adjourned at 3:10pm		