

COMMUNICATION TEAM MINUTES

MONDAY, OCTOBER 21, 2013, 1:30-3:30PM, CHILDREN'S MENTAL HEALTH SERVICES

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

REGRETS: Linda Duffy-Brown, Donna Kaye, Allison Behring (has decided Communication Team not a good fit with her position)

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	Bonnie is chair.		
2. Review of Agenda	Accepted.		
3. Accept Minutes from Sept 3rd	Accepted.		
4. Business Arising from Minutes			
a) Network Meeting Highlights from Sept 26 th	The CYSN brochure was launched and distributed.		Refer to Network minutes.
b) Coordinating Team Update from Sept 26 th debrief	The need to follow the process set out in the CYSN Terms of Reference was highlighted. Requests requiring membership approval must be brought to the Coordinating Team first.		

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<p>5. Work Plan</p> <p>a) Website Stats</p> <p>b) Planning for Facebook/ Twitter/ Youtube Channel Launch</p> <p>c) Youtube NWD Video Status</p>	<p>Wendy presented stat report covering Sept 15 to Oct 14 = 273 visits, the blog and resources received the largest number of views. Stats will mean more over time.</p> <p>The idea of surveying the Network about website use and value in May 2013, a year after the launch was discussed.</p> <p>Tracking to determine if our efforts; i.e., website and distribution of rack cards and magnets, are having an impact on use and accuracy of 211 was raised. Wendy advised that Amy Watkins, United Way and also co-chair of the Resource Sharing Committee announced in September that the Committee can now step away from 211. CYSN has done a good job promoting 211 – e.g., presentations, website. United Way and VIQ will continue working on accuracy and promotion.</p> <p>The second draft of the Social Media Platform, which includes a policy, was discussed and revised.</p> <p>Wendy and two representatives from the Service Pathway Committee will meet with Loyalist students on October 24th.</p>	<p>For approval and attachment to TOR.</p>	<p>Theresa and Wendy will look into JetPack which is easier to use than Google Analytics.</p> <p>The team will develop a survey next year.</p> <p>Wendy will contact United Way to see if data is available.</p> <p>Co-chairs will present the attached to CYSN on Nov 28th.</p>

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d) CYSN Info/Recruitment Roadshow Presentation	<p>The team established that a selection of slides would be offered for members to pick and choose to use in their presentations. This strategy will focus on increasing awareness. What is CYSN, why does it matter, why should I care, structure and priorities will be highlighted.</p> <p>The importance of keeping dignitaries who attended the May 2013 launch engaged was discussed. Mail Chimp was suggested by Theresa as a simple way of connecting people to our weekly newsletter.</p>		<p>Wendy will prepare for next meeting.</p> <p>Wendy will investigate Mail Chimp.</p>
6. New Business	<p>Promoting the Nov 7th Expo was discussed. It was suggested that the planning group look at Cool100 (Sandy White), public service announcements and Loyalist radio and online newsletter. Wendy will be meeting with some Community Development and Group Process students from Loyalist this week. They will be asked to help with this.</p> <p>The NWD Brochure is being reviewed by the team via email for distribution to service providers at the Community Service Expo.</p>		Wendy will pursue this.
7. Next Meeting - 3rd Monday, 1:30 - 3:30pm, CMHS	Monday, November 18th, 1:30-3:30pm, CMHS		<p>If you are attending or not: mdesnoo@hpedsb.on.ca Bonnie.Perrigard@HighlandsHoresCAS.com wanderson@cmhs-hpe.on.ca</p>
8. Adjournment			