

## COMMUNICATION TEAM MINUTES

MONDAY, SEPTEMBER 15, 2014, 1:30-3:30PM, HPEDSB, 156 ANN STREET, BELLEVILLE

IN ATTENDANCE: Maribeth deSnoo (Co-Chair) – HPE Learning Foundation, Donna Kaye – Family Space, Anne-Marie Murphy – County of Hastings, Wendy Anderson (Coordinator)

REGRETS: Bonnie Perrigard (Co-Chair) – Highland Shores, Kellie Brace – HPE Learning Foundation, Linda Duffy-Brown – Community Living Prince Edward

**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>
<b>1. Welcome and Introductions</b>	This meeting was chaired by Maribeth Welcome to the team Anne-Marie!		
<b>2. Review of Agenda</b>	Accepted		
<b>3. Accept Minutes from June 9<sup>th</sup></b>	Accepted		
<b>4. Business Arising from Minutes:</b> a) Network Meeting Highlights from June 26 <sup>th</sup>  b) Coordinating Team Update from Sept 10 <sup>th</sup>	Rachelle Blanchette from MEDU presented How Does Learning Happen? which was followed by a group exercise on the four foundations.  The September Network agenda will include a presentation and discussion of the CYSN		<a href="http://www.hpechildrenandyouth.ca/about-the-network/">http://www.hpechildrenandyouth.ca/about-the-network/</a>  <a href="http://www.hpechildrenandyouth.ca/about-the-network/teams/">http://www.hpechildrenandyouth.ca/about-the-network/teams/</a>

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	Partnership Self-Assessment results – everyone welcome. The Coordinating Team recognizes the state of flux/uncertainty member organizations appear to be facing as a result of system transformation, amalgamation, legislation, relocation, etc.		
<b>5. Work Plan</b> a) Website Stat Review for August  b) Ideas for Website Improvements  c) Red Card survey results	<p>August results show that most visits occur on Fridays and Mondays. This is when the CYSN newsletter and feature article are posted. Compared to August 2014, sessions have increased from 299 to 563, users have increased from 197 to 479, and page views from 978 to 1210.</p> <p>Deferred.</p> <p>Of 32 responses, the majority promote the card, hand it out to youth, and use it to assist with referrals. The majority recommend continuing both electronic and printed versions. Some offered to help with printing costs. It was pointed out in the comment section that we don't know if youth actually find the card – electronic or printed – useful. We have to base our next steps on the results from our service providers. Anne-Marie, involved with the creation of the Harm Reduction, Drug and Alcohol Services Link Card, has suggested that a link to this resource be included on the Red Card. Wendy has asked the Service Pathway</p>	<p>Maribeth will provide an overview of the Red Card survey results, and recommend that both versions be maintained. Also that responsibility for the next update has been turned over to the Service Pathway Committee – good fit. A suggested timeline</p>	

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<p>d) Communication Results from Partnership Self-Assessment            NOTE: Any member who had attended a Network, team, committee or working group meeting between November 2012 and March 2014 was invited to participate.</p> <p>e) Annual Celebration Planning</p>	<p>Committee to take responsibility for decisions about the card. They will determine how the School Boards feel about including the Link Card.</p> <p>Of 117 responses, the majority (91%) visit the CYSN website at least once a month. The majority have helped distribute our three brochures. Everyone agreed that there is not sufficient evidence to support the investment of time it would take to maintain facebook or twitter pages. Comments indicate that some don't or cannot use social media at work, and that social media isn't worthwhile for the CYSN since it doesn't serve families directly.</p> <p>The Kingston Planning Table "Planning for Action" document was reviewed and discussed. We will defer planning until next meeting when more members are present.</p>	<p>would be March or April 2015.</p> <p>Maribeth will provide an overview of these Communication results and advise that CYSN facebook and twitter pages will not be maintained at this time.</p>	
<p><b>6. New Business</b></p>	<p>It has been brought to our attention that a policy needs to be developed around the appropriate use of images on our website and print materials.</p>		<p>Wendy will draft a policy for the next meeting.</p>
<p><b>7. Next Meeting</b></p>	<p><b>Third Monday of each month</b>            Monday, October 20<sup>th</sup>, 1:30-3:30am, HPEDSB</p>		<p>If you are attending or not:  <a href="mailto:mdesnoo@hpedsb.on.ca">mdesnoo@hpedsb.on.ca</a>  <a href="mailto:Bonnie.Perrigard@HighlandsHoresCAS.com">Bonnie.Perrigard@HighlandsHoresCAS.com</a>  <a href="mailto:wanderson@cmhs-hpe.on.ca">wanderson@cmhs-hpe.on.ca</a></p>
<p><b>8. Adjournment</b></p>	<p>Adjourned at 2:50pm</p>		