

COMMUNICATION TEAM MINUTES

MONDAY APRIL 20, 2015, 1:30-3:30PM, HIGHLAND SHORES CHILDREN'S AID, BELLEVILLE

IN ATTENDANCE: Anne-Marie Murphy (Acting Chair) – County of Hastings, Maribeth deSnoo – HPE Learning Foundation, Bonnie Perrigard – Highland Shores Children's Aid, Linda Duffy-Brown – Community Living Prince Edward, Wendy Anderson (CYSN Coordinator)

REGRETS: Wendy Swoffer – John Howard Society, Donna Kaye – Family Space

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> |
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| 1. Welcome and Introductions | Anne-Marie volunteered to act as Chair | | |
| 2. Review of Agenda | Accepted | | |
| 3. Accept Minutes from Mar 30th | Accepted | | |
| 4. Business Arising from Minutes: | | | |
| a) Network Meeting Highlights | N/A | | |
| b) Coordinating Team Update from Apr 2 nd | Maribeth gave highlights: plans from CIMC about vision and mandate exercise, lead agency year-end | | Visit the CYSN website to read Coordinating Team minutes. |

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| c) Team Member Recruitment | <p>financial report, 2015/16 budget, Communication Team recommendations.</p> <p>Members will continue recruitment efforts. Maribeth will stay for the next couple of meetings. Team members will give some thought to the implementation of other recruitment strategies; i.e., meet less frequently, another call to CYSN.</p> | | <p>Wendy will contact BQWCHC. Linda will contact CSBD, Community Living Belleville, Alternatives for Women.</p> |
| <p>5. Work Plan</p> <p>a) Website Stat Review for March 2015</p> <p>b) Website Re-organization Update Review</p> <p>c) Plans for Report Card 2015</p> | <p>Wendy presented stats on local sessions to show the number accessed by first-time users as compared to returning users in Belleville and surrounding areas. The Blog received the most hits, followed by About, No Wrong Door and Red Cards.</p> <p>Wendy followed up on ideas expressed at our last meeting. Browser issue, “action” button and calendar on home page have all been addressed. With regards to revising the Aboriginal Planning name, the working group has decided that this requires more discussion.</p> <p>The electronic update is going well but taking longer than expected with all of the changes to the system. Youth service providers have provided great input. The printed card will not be ready to distribute on April 23rd but orders will be taken.</p> | | <p>Wendy will revise fonts in provincial initiations section, and add an ad hoc group.</p> |

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| d) Develop Work Plan | <ul style="list-style-type: none"> Wendy brought forward two resources developed two years ago by the Communication Team that have fallen by the wayside: Goals, objectives and activities by table, and the information flow process. Re-thought whether they are of any value in clarifying things for the Network and whether time is available to maintain – particularly with regards to the goals, objectives and activities summary. Would members read? Quarterly or annual updates were suggested. It was pointed out that activities of tables are updated at Network meetings. We don't want a document to replace attendance at Network meetings which can lead to discussion. The team discussed the work plan and how we should update to keep our work focused and be accountable to our purpose. | | <p>Need to connect everything we do to Ministry goals.</p> <p>We will dedicate the next meeting to the 2015/16 work plan and re-consider our purpose.</p> |
| 6. New Business | | | |
| 7. Summary of Next Steps | <ul style="list-style-type: none"> All – team recruitment and Co-chair positions Wendy to finish last few website re-org items Wendy to continue with Red Card edits All - focus of next meeting will be to review 2013/2014 communication plan and brainstorm on team purpose and 2015/2016 activities | | |

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| 8. Next Meeting | May 27, 2015, 1:30-3:30pm, HPEDSB | | If you are attending or not: wanderson@hpedsb.on.ca |
| 9. Adjournment | Meeting adjourned at 3:20am | | |
| <p>IN SEARCH OF CELEBRATIONS – ACTIVITIES TO MONITOR</p> <p>CYSN Goals and Objectives – March 6, 2013</p> <p>Internal CYSN Activities - Ongoing</p> <ul style="list-style-type: none"> Acting on partnership self-assessment outcomes – revisit vision and mandate, goals and activities Planning for Aboriginal services between mainstream and Aboriginal service providers Family engagement framework Data repository – waiting for funding response from Trillium No Wrong Door – evaluate member responses to Service Referral Guide Provincial initiatives – updates at Network meetings Regional Best Start Francophone Network – CYSN Representative – Helene Cadotte-Gagnon with TMFRC Communication effectiveness; e.g., website, Red Card Brochure 2015 <p>External – Red Flag Projects</p> <ul style="list-style-type: none"> Food Security (Second Helpings) – “Fresh for All” awareness campaign (a grow-a-row type community project) – May to October 2015 Kindergarten Students who are Developmentally at Risk (Early Childhood Development) – “Make Room for Play” awareness campaign (0-6 years physical activity key messages and resources for implementation by member organizations) – March 23 to June 1, 2015 <p>External – Networking/Awareness</p> <ul style="list-style-type: none"> Community Service Expo and Exploring Mental Health and Addictions 2015 – May 26, 2015 <p>External – Advocacy/Awareness</p> <ul style="list-style-type: none"> Campaign to engage municipal councils in our work on addressing red flag issues – November 2015 | | | |