

COMMUNICATION TEAM MINUTES

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

IN ATTENDANCE: Maribeth deSnoo – HPE Learning Foundation, Bonnie Perrigard (Acting Chair) – Highland Shores Children's Aid, Donna Kaye – Family Space Quinte, Wendy Anderson (CYSN Coordinator)

REGRETS: Anne-Marie Murphy – County of Hastings, Linda Duffy-Brown – Community Living Prince Edward, Wendy Swoffer – John Howard Society

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 volunteered to act as Chair for this meeting.		
2. Review of Agenda	Accepted		
3. Accept Minutes from Feb 6th	Accepted		
4. Business Arising from Minutes: a) Network Meeting Highlights	<ul style="list-style-type: none"> • Recommendation from CIMC that the Network re-visit the CYSN vision and mandate – to clear up any misunderstanding and bring us all to the same place. The CIMC will plan an exercise for 		Visit the CYSN website to read Network minutes.

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<p>b) Coordinating Team Update from Feb 9th</p> <p>c) Team Member Recruitment</p>	<p>the Network. An outside facilitator has been suggested.</p> <ul style="list-style-type: none"> • CIMC will also develop a visual that compares CYSN goals and Ministry goals with CYSN activities, and gather team, committee and working group input before taking to the Network for finalization. • Maribeth has suggested to the CIMC that our MEDU and MCYS reps be invited to clarify the goals set out in service description schedules. • Maribeth and Bonnie discussed recommending to the Coordinating Team on Thursday that an executive be formed to make critical decisions to move the CYSN forward. • Also that amalgamation of the Communication Team and CIMC be looked at. <p>CYSN lead agency and Coordinator contract being looked at which may mean a change in banker.</p> <p>No additional members have been recruited. Wendy suggested we consider meeting every other month – this may be more attractive to potential members.</p>		<p>Bonnie will try to make it to Thursday's Coordinating Team meeting as the Communication Team rep to present since Maribeth is now more of a lead agency rep.</p> <p>Visit the CYSN website to read Coordinating Team minutes.</p> <p>Each team member is to recruit one new member and report back in April.</p>
<p>5. Work Plan</p> <p>a) Website Stat Review for February 2015</p>	<p>The stats from February 2014 to February 2015 were reviewed. Wendy suggested that work on the re-organization by herself and SNAP may have skewed data.</p>		<p>Wendy will provide better detail next month.</p>

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b) Website Re-organization Update Review	<p>The re-organization, announced to members on March 23rd was reviewed.</p> <ul style="list-style-type: none"> • Everyone liked the “About” tab set-up, along with the re-organization in general. • A section to report on ad hoc work is needed • Community Service Expo needs to be clearly attached to Service Pathway Committee • Wendy suggested Aboriginal Planning Working Group needs more prominence and should be re-classified as a Committee. All agreed. • New electronic Red Card will be available soon. • It was suggested that report names be made more prominent in provincial initiative section. • Wendy advised that although she is maintaining an electronic calendar of CYSN meetings, it is buried in the member area and no one is visiting. She suggested that community events be removed and replaced with the calendar on the home page. All agreed. 		<p>An opportunity to raise this should come up as Network moves forward on vision, mandate, goals and activities.</p> <p>Wendy will make these changes on the website.</p>
c) Plans for Report Card 2015	<p>Following our last meeting, this team will take responsibility for the text portions of the brochure with CIMC covering the data portion. Work cannot begin on the text until after the Network re-visits the vision, mandate, goals and activities which is slated to occur in May or June 2015. Although the original plan was for the second edition to be electronic only, the CIMC has agreed that some printed copies should be made available.</p>		

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6. New Business a) Advocacy Working Group seeking support from Communication Team on work plan	<ul style="list-style-type: none"> Wendy presented the draft work plan, prepared by a small working group tasked by the Network to engage municipal councils in the work of the CYSN on red flag issues. Deputations are being planned for November, after the red flag group campaigns have ended. Communication Team is being asked to help with materials for distribution (Report Card brochure 2015) and a 10-minute presentation. There will be a call for volunteers from the Network to help deliver deputations. The team supported the work plan, pending CYSN approval. There is some hesitation by the team around seeking future support from Councils before the Network has re-visited its vision, mandate, goals, etc. 		<p>Now that the two red flag issue groups, CIMC and Communication Team have discussed and supported the work plan, it will go to CYSN for endorsement.</p>
7. Summary of Next Steps			
8. Next Meeting	Monday, April 20, 2015, 1:30-3:30pm, HPEDSB		If you are attending or not: wanderson@hpedsb.on.ca
9. Adjournment	Meeting adjourned at 3:20am		

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IN SEARCH OF CELEBRATIONS – ACTIVITIES TO MONITOR			
CYSN Goals and Objectives – March 6, 2013			
<u>Internal CYSN Activities - Ongoing</u>			
<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 			
<u>External – Red Flag Projects</u>			
<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 			
<u>External – Networking/Awareness</u>			
<ul style="list-style-type: none"> • Community Service Expo and Exploring Mental Health and Addictions 2015 – May 26, 2015 			
<u>External – Advocacy/Awareness</u>			
<ul style="list-style-type: none"> • Campaign to engage municipal councils in our work on addressing red flag issues – November 2015 			