

COMMUNICATION TEAM MINUTES

FRIDAY, MAY 29, 2015, 1:30-3:30PM, HIGHLAND SHORES CHILDREN'S AID, BELLEVILLE

IN ATTENDANCE: Wendy Swoffer – John Howard Society, Donna Kaye – Family Space, Anne-Marie Murphy – County of Hastings, Bonnie Perrigard – Highland Shores Children's Aid, Linda Duffy-Brown – Community Living Prince Edward, Diana Gregory – John Howard Society, Wendy Anderson (CYSN Coordinator)

REGRETS: Bonnie Perrigard – Highland Shores Children's Aid

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 a) Request Volunteer for Rotating Chair b) Team Member Recruitment	<p>The new CYSN presentation board was reviewed! Since we will be mostly brain-storming, Wendy Anderson offered to facilitate.</p> <p>Maribeth's resignation takes effect this meeting. Diana Gregory was welcomed to the group – she and Wendy Swoffer will alternate. Linda was unable to recruit from CSBD and CLB. Wendy is waiting to hear back from BQWCDC.</p>		<p>Diana will approach the Red Cross. Ongoing - Members will continue to seek for new recruits.</p>
2. Review of Agenda	Accepted		

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3. Accept Minutes from April 20	Accepted		
4. Business Arising from Minutes: a) Network Meeting Highlights from April 23 rd b) Coordinating Team Update	See presentations on Special Needs Strategy and Ontario's Graduation Rates. N/A		Visit the CYSN website to read Network minutes.
5. Work Plan a) Website Stat Review for April 2015 b) Plans for Report Card 2015 c) Develop Work Plan	<p>The April website report shows that the number of local sessions rose, first-time users decreased slightly and returning users increased. A testimonial from Durham Regional was shared.</p> <p>Wendy advised that the revisit of the vision and mandate by the Network – which was to populate the updated Report Card – has been postponed by the CIMC to September because the facilitator is not available June 25th. The group was concerned that the updated card may not be available for November deputations. Wendy suggested that it could be ready in time, if we move quickly.</p> <p>Beginning with the Network goal to “promote clear messaging and communication in the CYSN”, the group came up with the following ideas:</p> <ul style="list-style-type: none"> Information and methods of delivery should be kept simple so as not to overwhelm. 	<p>The recommendation made was for future updates not to include dates – and that it be clearly stated that future updates will be available on the CYSN website.</p>	

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	<ul style="list-style-type: none"> • Revise current information flow process to include staff of member organizations • Benefits of membership need to be more prominently displayed and shared • Add a “testimonial” section to the ABOUT section of the CYSN website <p>Community engagement was discussed. Wendy stated that we are just getting started on this with the “Make Room for Play” and “Fresh for All” campaigns. The upcoming advocacy campaign to inform and engage Councils is another example.</p> <p>The question of whether the CYSN website should target families was discussed. Some thought not because the CYSN does not provide direct service. The website was reviewed. In addition to meeting materials, the website is a resource for members and community partners to support “No Wrong Door” and provide information about provincial initiatives, professional development, etc. The FAMILY tab of our former set-up received very few views. While families may visit the website for info, they may not be considered a target audience. 211 was discussed as the one-stop resource for families seeking services. Live dispatchers available 24/7.</p>	<p>Clear messages on particular topics displayed as slideshow before each meeting</p>	<p>June 25 – Slideshow of “simplified” benefits of membership. Collect testimonials from members for September 24th slideshow</p>
<p>6. New Business</p>	<p>None</p>		

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7. Summary of Next Steps	<p>Wendy will email benefits of membership prior to Network meeting – for review and comment.</p> <p>We will continue with the work plan at our next meeting.</p>		
8. Next Meeting	June 30, 2015, 10am-noon, HPEDSB		If you are attending or not: wanderson@hpedsb.on.ca
9. Adjournment	Meeting adjourned at 3:40am		