

## Ontario Branch Executive Council Communications Working Group Minutes

<b>Date:</b>	July 20, 2017	<b>Time:</b>	11:00-12:00
<b>Location:</b>	Teleconference		
<b>Attendees:</b>	Jeanine Middleton (JM), Eric Devine(ED), Norair Bonyadi-Rodriguez (NBR), John Cannan (JC), Dennis Persaud (DP), Rafael Barros (RB)		
<b>Invited:</b>			
<b>Regrets:</b>	Brandon Krupa (BK)		
<b>Chair:</b>	Jeanine Middleton	<b>Recorder:</b>	Jeanine Middleton

Agenda Items	Discussion	Action Item
<b>1. Welcome and Introductions</b>	Meeting commenced at 11:04am	
<b>2. Approval of Agenda</b>	Moved: N/A Seconded: N/A	ED advised that this is not required, due to approval through sharing over e-mail and CWG Google Drive.
<b>3. Review and Approval of Previous Minutes</b>	Previous Minutes approval N/A moved by ED and seconded by	<b>Standing Action Item:</b> Minute taker to post minutes to the Google Drive within 24 hours.  <b>Standing Action Item:</b> ED to post minutes to the website on Monday following teleconference; in ED's absence, minutes are to be e-mailed to the webmaster.
<b>4. Review and Approval of Electronic Motions</b>	Nothing to review and approve.	
5. Standing Agenda Items	Discussion	Action Item
<b>5.1. Working group structure</b>	<p><b>Student Members</b></p> <ul style="list-style-type: none"> <li>- Student applications posted to Google Drive following June 15 meeting.</li> <li>- CWG members agreed that Conestoga applicant would be invited to represent Conestoga College. CWG members will vote on the remaining six applications to determine the final two selections from Ryerson University.</li> <li>- JM to share a link for voting, as previous vote link timed out.</li> </ul> <p><b>Social Media</b></p> <ul style="list-style-type: none"> <li>- Social media survey results received; over 50% of voting members were in favour of a Facebook account. JM advised that some of the comments shared provided useful feedback; i.e. if use of multiple accounts is</li> </ul>	<p><b>Action item (May 18): ALL MEMBERS</b> to review student applications for selection process, upon receipt of the applications by June 30. <b>IN PROGRESS</b></p> <p><b>Action item (May 18):</b> BK to complete review of social media accounts for CIPHI National and provincial CIPHI accounts. <b>COMPLETED</b></p> <p><b>Action item (June 15):</b> BK to further look into Hootsuite and other similar software for management of CIPHI-ON social media content. <b>COMPLETED</b></p> <p><b>Action item (June 15):</b> ED to add DP to Google Calendar Meeting reminders and GG Drive. <b>COMPLETED</b></p>

	<p>beneficial, have the information shared on each account link back to one place (i.e. content on CIPHI Ontario website).</p> <ul style="list-style-type: none"> <li>- Management of social media accounts deferred to face-to-face meeting at AEC.</li> </ul> <p><b>Social Media Review</b></p> <ul style="list-style-type: none"> <li>- JM provided update from BK on CIPHI social media accounts; BK reported that CIPHI National and CIPHI Alberta primarily use accounts to share links to public health related news, job postings, local news, etc.</li> </ul> <p><b>HootSuite</b></p> <ul style="list-style-type: none"> <li>- JM shared notes provided by BK: cost of HootSuite program is a prohibitive factor to manage social media, especially with current CIPHI Ontario presence on social media.</li> <li>- ED recommended continuing to evaluate options for social media management. Advised that managing multiple accounts can take significant amount of time.</li> </ul>	
<b>Strategic Plan</b>	<ul style="list-style-type: none"> <li>- Strategic plan discussion deferred to face-to-face meeting at AEC/AGM on Sunday, October 1, 2017. Meeting will likely take half to full day. Familiarity with OBN production is essential for strategic plan <b>(From previous meeting minutes)</b>.</li> </ul>	
<b>5.2. Ontario Branch News (OBN)</b>	<p><b>PHU Communications</b></p> <ul style="list-style-type: none"> <li>- No updates</li> </ul> <p><b>2017 Spring/Summer OBN</b></p> <ul style="list-style-type: none"> <li>- Issue date updated to Friday, July 28, 2017. Content to be ready for executive review by Monday or Tuesday.</li> <li>- Edition to be updated to summer edition.</li> <li>- ED mentioned that Jim and Chris Chan may be interested in providing OBN content through a new joint venture (The Health Inspectors Notebook).</li> </ul> <p><b>OBN Fall 2017 ideas:</b></p> <ul style="list-style-type: none"> <li>- Experience for current student going through certification process</li> <li>- Canada 150 preparations</li> <li>- Ottawa flooding</li> <li>- Northern news</li> <li>- Modernization of Regulations</li> <li>- AGM submissions from each working group</li> <li>- Councillor submissions</li> </ul>	<p><b>Action Item (February 16):</b> NBR to create a template for content generation for newly certified PHIs. <b>IN PROGRESS/DEFERRED</b></p> <p><b>Action Item (February 16):</b> NBR will contact Grant Lafontaine at SMDHU for Brian Clarence interview. <b>IN PROGRESS</b></p> <p><b>Action item (April 20):</b> NBR to contact new graduates for PHI interview for Spring OBN. <b>IN PROGRESS</b></p> <p><b>Action item (April 20):</b> NBR to contact Ryerson University for updates to include in the Spring OBN. <b>IN PROGRESS</b></p> <p><b>Action item (May 18):</b> JM to contact northern health units regarding northern news. <b>IN PROGRESS</b></p> <p><b>Action item (June 15):</b> JM to contact Jim and Chris Chan for inclusion of their material in</p>

	- Anticipated publishing date to be two weeks after CIPHI AEC (i.e. October 15)	the Fall OBN. <b>IN PROGRESS</b>  <b>Action Item (July 20):</b> JM to contact Lori Holmes to inquire on working group and councilor updates for Fall OBN. <b>NEW</b>
<b>5.3. Website</b>	<b>Maintenance</b> <ul style="list-style-type: none"> <li>- ED stated that Executive Board has approved \$2500 for website maintenance through MindSpin (\$90/hour). Maintenance to include updates and corrections to content, platforms, etc.</li> <li>- Other organizational bodies have approached our group to provide a page or generate content for their work (i.e. ASPHIO, COPE). The group should consider if this is a venture to be further explored.</li> <li>- Finance Committee must approve work orders that have a high cost associated with it.</li> </ul>	<b>Action item (June 15):</b> All members to review website content and provide feedback on required updates in a word doc by August 3. <b>IN PROGRESS</b>  <b>Action item (June 15):</b> JM to create a Google Drive document for the sharing of website feedback. <b>COMPLETE</b>  <b>Action Item (July 20):</b> All members to provide website feedback to the shared document on the Google Drive. <b>IN PROGRESS</b>
<b>5.4. Twitter</b>	No updates	
<b>5.5. Facebook</b>	No updates	
<b>5.6. LinkedIn</b>	No updates	
<b>5.7. PHI Grand Rounds Seminar Series</b>	No updates	
<b>5.8. YouTube</b>	No updates	
<b>5.9. Other Business</b>	<b>Discussion</b>	<b>Action Item</b>
<b>5.11 Posting To ListServ</b>	No items to post to listserv	
<b>5.12 NCCEH Collaboration</b>	<b>NCCEH Collaboration</b> <ul style="list-style-type: none"> <li>- NCCEH interested in sharing information on PHO/CIPHI Ontario seminar series; next webinar date scheduled for September.</li> <li>- ED advised that PHO requires an update on the potential for increased traffic and bookings for the seminar.</li> <li>- ED and Rachel are currently working on this, but will require involvement from CWG members in the future. CWG will have to create subgroups or committees to complete projects. Further discussion to be held at the strategic plan meeting.</li> </ul>	
<b>6 Next Meetings</b>		
<b>6.1 Teleconference</b>	OBEC Communications Working Group Teleconference 11:00 – 12:00  December 15, 2016: ED January 19, 2017: JM February 16, 2017: RB March 16, 2017: BK	

	April 20, 2017: <del>ED</del> JM May 18, 2017: JM June 15, 2017: RB July 20, 2017: <del>BK</del> JM August 17, 2017: ED September 21, 2017: JM October 1, 2017: Face-to-face meeting	
<b>6.2 Adjournment</b>	<b>Motion to adjourn:</b> ED <b>Seconded by:</b> DP  <b>Meeting adjourned at 11:52am.</b>	