

## Ontario Branch Executive Council Communications Working Group Minutes

<b>Date:</b>	October 19, 2017	<b>Time:</b>	11:00am - 12:00pm
<b>Location:</b>	Teleconference		
<b>Attendees:</b>	Jeanine Middleton (JM), Eric Devine (ED), Rafael Barros (RB), John Cannan (JC), Norair Bonyadi-Rodriguez (NBR)		
<b>Invited:</b>			
<b>Regrets:</b>	Brandon Krupa (BK), Dennis Persaud (DP)		
<b>Chair:</b>	Jeanine Middleton	<b>Recorder:</b>	Jeanine Middleton

Agenda Items	Discussion	Action Item
<b>1. Welcome and Introductions</b>	<b>Meeting commenced</b> at 11:06am	
<b>2. Approval of Agenda</b>	<b>Agenda Approval</b> Not required, due to approval through sharing of previous meeting minutes over e-mail and CWG Google Drive.	
<b>3. Review and Approval of Previous Minutes</b>	<b>Previous Minutes approval</b> Not required, due to approval through sharing over e-mail and CWG Google Drive.	<p><b>Standing Action Item:</b> Minute taker to post minutes to the Google Drive within 24 hours. Recommendation to circulate e-mail to members to confirm posting.</p> <p><b>Standing Action Item:</b> Co-Chairs (BK or JM) to forward minutes to webmaster on the Monday following the teleconference. <b>UPDATED</b></p>
<b>4. Review and Approval of Electronic Motions</b>	Nothing to review and approve.	
5.0 Standing Agenda Items	Discussion	Action Item
<b>5.1 Working group structure</b>	<p><b>Quorum</b></p> <ul style="list-style-type: none"> <li>- September 21 meeting and October 1 face-to-face meetings deferred due to inability to make quorum.</li> <li>- Face-to-face will be rescheduled as a teleconference for 2017.</li> <li>- CWG advised to consider future opportunities to host a face-to-face meeting may arise at social events (i.e. curling bonspiel, softball tournament).</li> </ul> <p><b>Portfolio</b></p> <ul style="list-style-type: none"> <li>- Effective immediately, the CWG will report to Kwesi Douglas (KD) as the newly elected Strategic Communications &amp; Partnership Councillor (two-year term).</li> </ul>	<p><b>Action item (October 19):</b> JM to request for Raymond Ramdayal (RR) to add KD to the Google Drive and contact KD regarding teleconference dates. <b>NEW</b></p> <p><b>Action Item (October 19):</b> JM to contact KD for invitation to the monthly CWG teleconferences. <b>NEW</b></p> <p><b>Action item (October 19):</b> ED has put in request to revoke councillor access and to gain CWG member Google Drive access. <b>NEW / IN PROGRESS</b></p>

	<ul style="list-style-type: none"> <li>- ED will continue to work with the CWG as the OBN Editor, and will provide guidance as KD transitions into his new role.</li> <li>- Request for CWG members to send OBN content to ED's work e-mail in an MS Word document until his Google Drive access has been updated.</li> </ul> <p><b>Student Members</b></p> <ul style="list-style-type: none"> <li>- CWG members to vote on remaining six applications to determine the two student selections from Ryerson University.</li> </ul> <p><b>Funding</b></p> <ul style="list-style-type: none"> <li>- ED advised that co-chairs will need to prepare a budget for 2018; Kate Beath will circulate a budget planning tool in November or December; ED offered to provide assistance on this, if needed.</li> <li>- Budget will be proposed to OBEC in February 2018 (in person or via teleconference); co-chairs will be required to answer questions to OBEC regarding the proposed budget.</li> <li>- ED advised to note the cost-savings in hosting strategic plan meeting via teleconference rather than face-to-face (i.e. no travel expenses).</li> </ul>	<p><b>Action item (May 18): ALL MEMBERS</b> to review student applications and vote for Ryerson Student members; JM to send voting link via e-mail. <b>IN PROGRESS</b></p>
<p><b>5.2 Strategic Plan</b></p>	<p><b>Strategic Plan</b></p> <ul style="list-style-type: none"> <li>- A meeting specific to working on the strategic plan will be scheduled, following the deferral of the October 1 face-to-face meeting.</li> </ul> <p><b>Development</b></p> <ul style="list-style-type: none"> <li>- Strategic plan discussion deferred to Strategic Plan Teleconference.</li> <li>- RB proposed to review strategic plan documents for CIPHI Ontario and CIPHI National to see where the proposed CWG strategic plan will or can align with their goals.</li> </ul> <p><b>Facilitation</b></p> <ul style="list-style-type: none"> <li>- RB advised that some members may not be familiar with developing strategic plans, and that providing reference documents may be beneficial. RB will share documents.</li> <li>- JM and BK will produce a document that will be circulated to members to provide feedback, ideas, and goals independently</li> </ul>	<p><b>Action Items (October 19):</b> RB to send reference document(s) to JM and BK to help guide members on the aspects of a strategic plan. <b>NEW</b></p> <p><b>Action Items (October 19):</b> BK and JM to develop a document specific to the working group; assess needs/goals of CIPHI Ontario and CIPHI National and see where our goals align with this. <b>NEW</b></p> <p><b>Action Items (August 17):</b> All CWG members to send co-chairs ideas, goals, and vision for the strategic plan. <b>IN PROGRESS – REQUEST TO COMPLETE PENDING CREATION OF STRATEGIC PLAN FACILITATION DOCUMENT</b></p>

	<p>to avoid “groupthink” that occurs in discussions.</p> <ul style="list-style-type: none"> <li>- Goal is to combined feedback to determine common or differing views and ideas among members.</li> </ul> <p><b>Future Action Items – re: Strategic Plan:</b></p> <ul style="list-style-type: none"> <li>- <i>Collect CWG member feedback into one document; review for common ideas; significant differences in ideas.</i></li> <li>- <i>Circulate Doodle poll to schedule a Strategic Plan Teleconference.</i></li> <li>- <i>Co-Chairs will notify Kate Beath of the unscheduled use of teleconference line.</i></li> </ul>	
<p><b>5.3 Ontario Branch News (OBN)</b></p>	<p><b>OBN: 2017 Conference Edition</b></p> <ul style="list-style-type: none"> <li>- Intention is to have this issue ready to go as close to AGM as possible.</li> <li>- Edition will include: <ul style="list-style-type: none"> <li>o <i>Summary of AGM councilor and working group reports</i></li> <li>o <i>Photographs – Sources: Conference Host, Twitter (#ciphipeel2017), and Councillors</i></li> <li>o <i>List of award recipients</i></li> <li>o <i>Changes in roles (i.e. Councillor updates; remove Past President from contact list)</i></li> <li>o <i>Recognition of Peel Conference Committee members</i></li> <li>o <i>Recognition of conference sponsors; contact Jacob at Peel Region for more information, if needed.</i></li> <li>o <i>Letter from the OBN Editor</i></li> </ul> </li> <li>- JC contacted Ron Merchand of Peel Region to request photographs from conference.</li> <li>- ED will start to review available content.</li> </ul> <p><b>Content Generation:</b></p> <ul style="list-style-type: none"> <li>- ED advised he had spoken with Lori Holmes about having the Membership Working Group conduct interviews with recently certified and retired PHIs for OBN content.</li> <li>- ED also advised to contact working groups with requests for updates on projects throughout the year.</li> <li>- JM will forward interview templates to Lori Holmes, and will contact working group chairs.</li> </ul> <p><b>OBN Sponsorship</b></p>	<p><b>Action Item (October 19):</b> JM to forward interview templates for newly certified and retired PHIs to Lori Holmes. <b>NEW</b></p> <p><b>Action Item (October 19):</b> JM to contact other CIPHI Ontario working group chairs for OBN Content. <b>NEW</b></p> <p><b>Action Item (February 16):</b> NBR will contact Grant Lafontaine at SMDHU for Brian Clarence interview. <b>DEFERRED</b></p> <p><b>Action item (June 15):</b> JM to contact Jim and Chris Chan for inclusion of their material in the <b>Winter</b> OBN. <b>DEFERRED</b></p> <p><b>Action Item (August 17):</b> DP to contact Ken Diplock regarding a feature in the <b>Winter</b> OBN. <b>DEFERRED</b></p> <p><b>Action Item (August 17):</b> RR to facilitate content sharing with CIPHI Ontario and ASPHIO. <b>DEFERRED</b></p> <p><b>Action Item (February 16):</b> NBR to create a template for content generation for newly certified PHIs. <b>COMPLETE</b></p> <p><b>Action Item (July 20):</b> JM to contact Lori Holmes to inquire on working group and councilor updates for Fall OBN. <b>COMPLETE</b></p>

	<ul style="list-style-type: none"> <li>- ED advised of proposal made to RR for exploring opportunities for organizations to sponsor an edition of the OBN (i.e. \$1000.00/edition)</li> </ul> <p><b>OBN (Winter?) 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>- Councillor submissions</li> <li>- Ken Diplock PHD – Feature</li> </ul>	
<p><b>5.4 Website</b></p>	<p><b>CIPHI Ontario Website Updates/ Changes</b></p> <ul style="list-style-type: none"> <li>- ED advised that with change of overseeing Councillor, to contact KD for procedure on posting to website; i.e. if all communications must go through KD first, or sent directly to website manager.</li> <li>- Active document to be maintained on Google Drive for CWG members to provide feedback on items requiring attention on CIPHI Ontario website, as well to update with any issues reported by CIPHI Ontario members.</li> </ul> <p><b>Proposed Changes</b></p> <ul style="list-style-type: none"> <li>- ED advised that the procedure for website maintenance is to contact MindSpin with proposed changes/updates to request a quote; forward quote to OBEC for approval.</li> <li>- MindSpin proposed to complete monthly maintenance on website in 2018; budget is unlikely to cover this; may be beneficial to have semiannual maintenance (6 months).</li> </ul> <p><b>Budget</b></p> <ul style="list-style-type: none"> <li>- ED advised that a budget of \$2500 was proposed for 2017; a larger budget may be required for 2018 depending upon the scope of website updates planned.</li> <li>- Any funds not used for updating the website in 2017 will not be available to the CWG, unless a request is made to, and approved by, OBEC. MindSpin rate is generally \$90-100/hour.</li> </ul> <p><b>ASPHIO Collaboration</b></p> <ul style="list-style-type: none"> <li>- During August 2017 meeting, Steve Rebelto discussed having a landing page</li> </ul>	<p><b>Action Item (October 19):</b> JM to communicate with KD to confirm preferred procedures of posting to the website. <b>NEW</b></p> <p><b>Standing Action Item (July 20):</b> All members to provide website feedback to the shared document on the Google Drive. <b>IN PROGRESS / ON-GOING</b></p> <p><b>Action Item (August 17):</b> ED to share Mind Spin information/contact with RR and/or Steve regarding website creation and costs. <b>COMPLETE</b></p>

	<p>for ASPHIO membership on the CIPHI website.</p> <ul style="list-style-type: none"> <li>- ED advised during October 2017 meeting that information had been shared with RR to forward to Steve Rebelletto (re: website designer, MindSpin); no actions required from CWG at this time as information has been shared with ASPHIO to create formal proposal, should they choose to.</li> </ul>	
<b>5.5 Twitter</b>	No updates - <i>Defer planning of social media and use of applications such as HootSuite to the strategic plan teleconference.</i>	
<b>5.6 Facebook</b>	No updates - <i>Defer planning of social media and use of applications such as HootSuite to the strategic plan teleconference.</i>	
<b>5.7 LinkedIn</b>	No updates - <i>Defer planning of social media and use of applications such as HootSuite to the strategic plan teleconference.</i>	
<b>5.8 PHI Grand Rounds Seminar Series</b>	No updates	
<b>5.9 YouTube</b>	No updates - <i>Defer planning of social media and use of applications such as HootSuite to the strategic plan teleconference.</i>	
<b>6.0 Other Business</b>	<b>Discussion</b>	<b>Action Item</b>
<b>6.1 Posting To ListServ</b>	No updates	
<b>6.2 NCCEH Collaboration</b>	No updates	
<b>7.0 Next Meetings</b>		
<b>7.1 Teleconference</b>	<p>OBEC Communications Working Group Teleconference: 11:00am – 12:00pm</p> <p><b>Minute Takers</b></p> <ul style="list-style-type: none"> <li>- October 19, 2017: <b>BK</b></li> <li>- November 16, 2017: <b>RB</b></li> <li>- December 21, 2017: <b>NBR</b></li> <li>- January 18, 2018: <b>JM</b></li> <li>- February 15, 2018: <b>ED</b></li> <li>- March 15, 2018: <b>DP</b></li> <li>- April 19, 2018: <b>BK</b></li> <li>- May 17, 2018: <b>RB</b></li> <li>- June 21, 2018: <b>NBR</b></li> <li>- July 19, 2018: <b>JM</b></li> <li>- August 16, 2018: <b>ED</b></li> <li>- September 20, 2018: <b>DP</b></li> <li>- October 18, 2018: <b>BK</b></li> <li>- November 15, 2018: <b>RB</b></li> <li>- December 20, 2018: <b>NBR</b></li> </ul>	
<b>7.2 Adjournment</b>	<b>Meeting adjourned at 12:04pm.</b>	