

Ontario Branch Executive Council Communications Working Group Minutes

Date:	November 16, 2017	Time:	11:00am - 12:00pm
Location:	Teleconference		
Attendees:	Brandon Krupa (BK), Jeanine Middleton (JM), Norair Bonyadi-Rodriguez (NBR), Kwesi Douglas (KD)		
Invited:			
Regrets:	John Cannan (JC), Eric Devine (ED), Dennis Persaud (DP), Rafael Barros (RB)		
Chair:	Brandon Krupa	Recorder:	Jeanine Middleton

Agenda Items	Discussion	Action Item
1. Welcome and Introductions	Meeting commenced at 11:08am	
2. Approval of Agenda	Agenda Approval Not required, due to approval through sharing of previous meeting minutes over e-mail and CWG Google Drive.	
3. Review and Approval of Previous Minutes	Previous Minutes approval Not required, due to approval through sharing over e-mail and CWG Google Drive.	Standing Action Item: Minute taker to post minutes to the Google Drive within 24 hours. Recommendation to circulate e-mail to members to confirm posting. Standing Action Item: Co-Chairs (BK or JM) to forward minutes to webmaster on the Monday following the teleconference.
4. Review and Approval of Electronic Motions	Nothing to review and approve.	
5.0 Standing Agenda Items	Discussion	Action Item
5.1 Working group structure	<p>Quorum</p> <ul style="list-style-type: none"> - September 21 meeting and October 1 face-to-face meetings deferred due to inability to make quorum. - Face-to-face will be rescheduled as a teleconference for 2017. - CWG advised to consider future opportunities to host a face-to-face meeting may arise at social events (i.e. curling bonspiel, softball tournament). <p>Student Members</p> <ul style="list-style-type: none"> - Three votes have been received on the student applications. - KD expressed interest in voting on the student members. 	<p>Action item (October 19): ED has put in request to revoke councilor access and to gain CWG member Google Drive access. IN PROGRESS</p> <p>Action item (May 18): ALL MEMBERS to review student applications and vote for Ryerson Student members; JM to send voting link via e-mail. IN PROGRESS</p> <p>Action item (October 19): JM to request for Raymond Ramdayal (RR) to add KD to the Google Drive and contact KD regarding teleconference dates. COMPLETED</p>

	<ul style="list-style-type: none"> - JM advised that one final circulation of the voting link would be sent out, with a requested response date of Monday, November 20, 2017, when meeting minutes review is closed. <p>Funding</p> <ul style="list-style-type: none"> - 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. - 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. - ED advised to note the cost-savings in hosting strategic plan meeting via teleconference rather than face-to-face (i.e. no travel expenses). 	<p>Action Item (October 19): JM to contact KD for invitation to the monthly CWG teleconferences. COMPLETED</p>
<p>5.2 Strategic Plan</p>	<p>Facilitation</p> <ul style="list-style-type: none"> - JM has started working on a strategic plan facilitation document that, following review, for circulation to members to provide feedback, ideas, and goals independently to avoid “groupthink”. - Goal is to combine feedback to determine common or unique views and ideas among members for discussion at strategic plan teleconference. <p>Future Action Items – re: Strategic Plan:</p> <ul style="list-style-type: none"> - <i>Collect CWG member feedback into one document; review for common ideas; significant differences in ideas.</i> - <i>Circulate Doodle poll to schedule a Strategic Plan Teleconference.</i> - <i>Co-Chairs will notify Kate Beath of the unscheduled use of teleconference line.</i> 	<p>Action Items (October 19): RB to send reference document(s) to JM and BK to help guide members on the aspects of a strategic plan. IN PROGRESS</p> <p>Action Items (October 19): 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. IN PROGRESS</p> <p>Action Items (August 17): ALL MEMBERS to send co-chairs ideas, goals, and vision for the strategic plan. IN PROGRESS – REQUEST TO COMPLETE PENDING CREATION OF STRATEGIC PLAN FACILITATION DOCUMENT</p>
<p>5.3 Ontario Branch News (OBN)</p>	<p>OBN: 2017 Conference Edition</p> <ul style="list-style-type: none"> - Conference edition has not been completed; members in attendance agreed on the creation of a 2017 Winter/Conference edition, to include information on Regulation 566 response. - Timeline and summary of Regulation 566 response; NBR reminded to keep students’ concerns in mind, as well as student response. 	<p>Action Item (November 16): BK to create Regulation 566 summary timeline. NEW</p> <p>Action Item (November 16): NBR to contact Ryerson University and Conestoga College. NEW</p>

	<ul style="list-style-type: none"> - Content submission deadline by Friday, Thursday, November 30, 2017. - Ideal draft completion date: Thursday, December 6, 2017. - Ideal publishing date: Tuesday, December 12, 2017. - Conference Edition will include: <ul style="list-style-type: none"> o <i>Summary of AGM councilor and working group reports</i> o <i>Photographs – Sources: Conference Host, Twitter (#ciphipeel2017), and Councilors</i> o <i>List of award recipients</i> o <i>Changes in roles (i.e. Councilor updates; remove Past President from contact list)</i> o <i>Recognition of Peel Conference Committee members</i> o <i>Recognition of conference sponsors; contact Jacob at Peel Region for more information, if needed.</i> o <i>Letter from the OBN Editor</i> <p>Curling 2018:</p> <ul style="list-style-type: none"> - Request for JC to provide comment on response for the 2018 Curling Bonspiel. <p>Proposed upcoming features:</p> <ul style="list-style-type: none"> - Experience for current student going through certification process - Canada 150 preparations - Ottawa flooding - Northern news - Modernization of Regulations - Councilor submissions - Ken Diplock PHD – Feature - Working group summaries 	<p>Action Item (November 16): KD to follow-up with OBEC for response on Regulation 566. NEW</p> <p>Action Item (November 16): JM to summarize working group and councilor reports. NEW</p> <p>Action Item (October 19): JM to forward interview templates for newly certified and retired PHIs to Lori Holmes. IN PROGRESS</p> <p>Action Item (October 19): JM to contact other CIPHI Ontario working group chairs for OBN Content. IN PROGRESS</p> <p>-----</p> <p>Action Item (February 16): NBR will contact Grant Lafontaine at SMDHU for Brian Clarence interview. DEFERRED</p> <p>Action item (June 15): JM to contact Jim and Chris Chan for inclusion of their material in the Spring OBN. DEFERRED</p> <p>Action Item (August 17): DP to contact Ken Diplock regarding a feature in the Spring OBN. DEFERRED</p> <p>Action Item (August 17): RR to facilitate content sharing with CIPHI Ontario and ASPHIO. DEFERRED</p>
<p>5.4 Website</p>	<p>CIPHI Ontario Website Posting Procedure</p> <ul style="list-style-type: none"> - Procedure for posting to website: Meeting minutes are posted to Google Drive for CWG members for feedback, and revised document is sent to webmaster for posting the following Monday. - All other documents are to be reviewed by councilor and/or OBEC prior to posting to website, including OBN. - Items may be sent directly to RR and KD if there is any urgency related to posting. 	<p>Action Item (October 19): JM to communicate with KD to confirm preferred procedures of posting to the website. COMPLETED</p>
<p>5.5 Budget</p>	<p>2017 Budget:</p> <ul style="list-style-type: none"> - Summary from October teleconference: 2017 CWG budget of \$2500; larger budget 	<p>Action Item (November 16): All members to provide website feedback by Thursday, November 30, 2017 to</p>

	<p>may be required for 2018 depending upon the scope of website updates planned.</p> <ul style="list-style-type: none"> - Unused 2017 funds will not be available for 2018. Request can be made to OBEC for review and approval. <p>2018 Budget:</p> <ul style="list-style-type: none"> - Website feedback required from all members to determine scope of proposed 2018 updates. - Prioritized updates will require quote from MindSpin. - Intent to review need for social media posting program (i.e. HootSuite), and whether this could be included in a budget. 	<p>help with budget proposal for 2018. NEW</p> <p>Action Item (November 16): BK and JM to summarize website feedback from all members. NEW</p> <p>Standing Action Item (July 20): All members to provide website feedback to the shared document on the Google Drive. IN PROGRESS / ON-GOING</p>
6.0 Social Media	Discussion	Action Item
6.1 General	<p>General comments on social media</p> <ul style="list-style-type: none"> - JM discussed proposal of creating a plan for 2018 to increase social media presence, including prepopulated content; potential student project. - NBR recommended assessing intent of the social media presence (i.e. news, education), in addition to frequency of content sharing, which will determine whether or not a program such as HootSuite will be beneficial. - NBR expressed interest in spearheading this project following feedback from CWG members. 	
6.1 Twitter	No updates - <i>Defer planning of social media to the strategic plan teleconference.</i>	
6.2 Facebook	No updates - <i>Defer planning of social media to the strategic plan teleconference.</i>	
6.3 LinkedIn	No updates - <i>Defer planning of social media to the strategic plan teleconference.</i>	
6.4 PHI Grand Rounds Seminar Series	No updates	
6.5 YouTube	No updates. Account is used primarily maintained by R. McArthur.	
7.0 Other Business	Discussion	Action Item
7.1 Posting To ListServ	No updates	
7.2 NCCEH Collaboration	No updates	
8.0 Next Meetings		
8.1 Teleconference	<p>OBEC Communications Working Group Teleconference: 11:00am – 12:00pm</p> <p>Minute Takers</p>	

	<ul style="list-style-type: none"> - October 19, 2017: BK JM - November 16, 2017: RB JM - December 21, 2017: NBR - January 18, 2018: JM - February 15, 2018: ED - March 15, 2018: DP - April 19, 2018: BK - May 17, 2018: RB - June 21, 2018: NBR - July 19, 2018: JM - August 16, 2018: ED - September 20, 2018: DP - October 18, 2018: BK - November 15, 2018: RB - December 20, 2018: NBR 	
7.2 Adjournment	Meeting adjourned at 11:59am.	