

Ontario Branch Executive Council Communications Working Group Minutes

Date:	December 21, 2017	Time:	11:00am - 12:00pm
Location:	Teleconference		
Attendees:	Jeanine Middleton (JM), John Cannan (JC), Eric Devine (ED), Persaud (DP), Rafael Barros (RB), Ali Cowieson (AC), Allison Boule (AB), Emily Morrison (EM), Kwesi Douglas (KD)		
Invited:			
Regrets:	Brandon Krupa (BK), Norair Bonyadi-Rodriguez (NBR),		
Chair:	Jeanine Middleton	Recorder:	Jeanine Middleton

Agenda Items	Discussion	Action Item
1. Welcome and Introductions	Meeting commenced at 11:05am	
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: 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	Student Members - First meeting with student members in attendance. Terms of reference to be shared with student members.	Action item (December 21): JM to contact Lori Holmes regarding Google Drive access for student members, and to modify ED's access (i.e. revoke councilor access and e-mails, and gain member Google Drive access). NEW¹ <i>¹ denotes items completed at the time of minutes circulated.</i> Action item (May 18): ALL MEMBERS to review student applications and vote for Ryerson Student members; JM to send voting link via e-mail. COMPLETED
5.2 Strategic Plan	Facilitation	Action Items (October 19): RB to send reference document(s) to JM and BK to

	<ul style="list-style-type: none"> - Strategic plan facilitation document has been started for group members to provide feedback. - RB has uploaded strategic plan reference documents to a folder on the CWG Google Drive; will continue to add documents. <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>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"> - 2017 Winter / Conference Edition has been completed, but requires review by OBN Editor and OBEC approval prior to circulation - JC to e-mail information on Goodlife discount for CIPHI members to JM. <p>Winter 2018 Edition</p> <ul style="list-style-type: none"> - Intended goal for completion is by the February 2018 meeting. - Features will include a segment on why membership is important; JM proposed contacting the Membership Working Group for a collaborative article. RB recommended to focus on importance of membership to PHIs in federal positions where certification is not required. - Student members (AB, AC, and EM) were asked to determine if there are any photographs or content to share from Ryerson University and Conestoga College for the upcoming issue(s). <p>Proposed upcoming features:</p> <ul style="list-style-type: none"> - Member features with PHIs who are not working for boards of health (i.e. infection control positions – ED has offered to produce this series) - Experience for current student going through certification process - Canada 150 preparations - Ottawa flooding - Northern news - Modernization of Regulations 	<p>Action Item (December 21): ED has offered to produce a recurring interview segment featuring certified PHIs who are working in positions outside of Boards of Health (i.e. infection control practitioners). NEW</p> <p>Action Item (December 21): AB, AC, and EM to determine if there is any content available from Conestoga College and Ryerson University for upcoming edition(s) of OBN. NEW</p> <p>Action Item (December 21): JM to contact Rachael McArthur to inquire about any changes in statistics for the “How We Use Your Dues” Infographic. NEW¹</p> <p>Action Item (December 21): JM to contact Membership Working Group to collaborate on a membership article for Winter 2018 Edition. NEW¹</p> <p>Action Item (December 21): JC to e-mail Goodlife Membership information to JM for 2017 Winter/Conference OBN. NEW¹</p> <p>Action Item (December 21): JM to forward OBN and articles to ED for review. IN PROGRESS¹</p> <p>Action Item (October 19): JM to forward interview templates for newly</p>

	<ul style="list-style-type: none"> - Councilor submissions - Ken Diplock PHD – Feature - Working group summaries 	<p>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><i>¹ denotes items completed at the time of minutes circulated.</i></p> <p>Action Item (November 16): BK to create Regulation 566 summary timeline. COMPLETED</p> <p>Action Item (November 16): NBR to contact Ryerson University and Conestoga College. COMPLETED</p> <p>Action Item (November 16): KD to follow-up with OBEC for response on Regulation 566. COMPLETED</p> <p>Action Item (November 16): JM to summarize working group and councilor reports. COMPLETED</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</p> <ul style="list-style-type: none"> - JM discussed parceling off the website among members to provide more thorough assessment of recommended updates. - Review must be completed by no later than the CWG meeting on January 18, 2018, as feedback will be brought forward to 	<p>Action Item (November 16): ED to forward MindSpin website maintenance information to BK, JM, and KD. NEW</p> <p>Action Item (December 21): JM to contact AB, AC, and EM for discussion</p>

	<p>Strategic Communications & Partnership Councillor for budgeting.</p> <ul style="list-style-type: none"> - ED advised that the website update was designed so that each working group would have its own page, and the homepage maintains itself if content is organized properly. 	<p>of parceling CIPHI Ontario website for review. NEW¹</p> <p>Action Item (December 21): AB, AC, and EM to complete CIPHI Ontario website review by no later than January 18, 2018. NEW</p> <p><i>¹ denotes items completed at the time of minutes circulated.</i></p>
5.5 Budget	<p>2018 Budget:</p> <ul style="list-style-type: none"> - Budget proposal to OBEC in February 2018 (in person or via teleconference); co-chairs will be required to answer questions to OBEC regarding the proposed budget. - Website feedback required to determine scope of proposed 2018 updates; quote from MindSpin required for prioritized updates (rate is estimated at \$100/hr). - Semi-annual MindSpin maintenance – ED to forward quote to BK, JM, and KD. - Intent to review need for social media posting program (i.e. HootSuite), and whether this could be included in a budget. - Budget proposal is due prior to OBEC's budget meeting in February 2018. - Cost-savings: hosting strategic plan meeting via teleconference rather than face-to-face (i.e. no travel expenses) - Consider travel expenses for additional members in 2018 budget. <p>Partner Sponsorship:</p> <ul style="list-style-type: none"> - Proposal for partner-sponsored OBN (i.e. \$1000 per issue, 4 issues per year + 1 partner spotlight issue) 	<p>Action Item (December 21): BK and JM to work on 2018 Budget Proposal. NEW</p> <p>Action Item (November 16): BK and JM to summarize website feedback from all members. IN PROGRESS</p> <p>Action Item (July 20): All members to provide website feedback to the shared document on the Google Drive. ANNULLED</p> <p>Action Item (November 16): All members to provide website feedback by Thursday, November 30, 2017 to help with budget proposal for 2018. ANNULLED</p>
6.0 Social Media	Discussion	Action Item
6.1 General	<ul style="list-style-type: none"> - JM advised that posts should be made to remind members to enter their professional development hours, and to renew their CIPHI membership for 2018. 	Action Item (December 21): JM to develop content for Twitter and Instagram for 2018 membership and professional development hours NEW
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 JM - 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 12:00pm.	

*** Minutes circulated on Thursday, December 28, 2017.*