

## Ontario Branch Executive Council Communications Working Group Minutes

<b>Date:</b>	Februar 16, 2017	<b>Time:</b>	11:00-12:00
<b>Location:</b>	Teleconference		
<b>Attendees:</b>	Eric Devine(ED), John Cannan (JC), Jeanine Middleton (JM), Brandon Krupa (BP), Rafael Barros (RB), Norair Bonyabi-Rodriguez (NBR)		
<b>Invited:</b>			
<b>Regrets:</b>			
<b>Chair:</b>	Eric Devine	<b>Recorder:</b>	Rafael Barros

Agenda Items:	Discussion	Action Item
<b>1. Welcome and Introductions</b>	<b>Meeting commenced at 11:00</b>	
<b>2. Approval of Agenda</b>	<b>Moved: Seconded:</b>	
<b>3. Review and Approval of <a href="#">Previous Minutes from January 19, 2017</a></b>	<p><b>As determined at the inaugural meeting, minutes are to be circulated within 24 hours of the teleconference.</b></p> <ul style="list-style-type: none"> <li>- Changes are to be made by group members in the document on the Google Drive. Substantial changes shall be noted and circulated to group members by email.</li> <li>- All changes must be made by the following Sunday night.</li> <li>- Minutes shall posted to the website on the Monday following the meeting.</li> <li>- Previous Minutes approval moved by JM and seconded by BK</li> </ul>	<p><b>Standing Action Item:</b> Minute taker to post minutes to the Google Drive.</p> <p><b>Standing Action Item:</b> ED to post minutes to the website on Monday following teleconference.</p>
<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>	<ul style="list-style-type: none"> <li>- This will be the last meeting chaired by ED as he moves on to further involvement with OBEC.</li> <li>- ED will periodically participate in meetings as liaison.</li> <li>- ED will assume the function of editor of OBN as appointed by OBEC.</li> </ul> <p><b>The following discussion points from the previous meeting were</b></p>	<p><b>Action Item (February 16):</b> JM to resend student call-out to the two BOC accredited schools in Ontario and initiate discussions for student members in the communications working group (Sioux College no longer holds accreditation). JM to contact school directly for local dissemination via listserv.</p> <p><b>IN PROGRESS</b></p>

**reiterated:**

- *JC will assist with transition as editor of OBN but will not be a standing member as he has assumed the role of future president of OBEC. Target handover for July 1, 2017.*
- *ED will be available to assist chairpersons assuming more duties as the group evolves.*

*ED provided information on role of the CWG, current structure of minute and meeting structure (third Thursday each month at 11:00am), and goals of the group to fully manage and produce OBN and social media accounts (i.e. Twitter, Facebook, YouTube).*

- *ED provided details on role of chairperson, including: management of day-to-day activities, circulation of agenda, ensuring minutes are posted to Google Drive for review, and sent to webmaster when completed for CIPHI Ontario website, liaison with executive council, completion of reports for executive council as requested (twice a year usually at the AGM and spring edition of OBN), scheduling of CWG face-to-face meeting.*
- *Ontario Branch Executive Council will make final selection on chair or co-chairs.*
- *Chairpersons are also responsible for developing and approving the CWG budget for yearly expenditure.*
- *This year's budget has been set by ED but going forward this will be the role of the chairpersons.*
- *The budget this year also included an allowance for members to travel to face to face meeting (most economical mode of transportation is reimbursed).*
- *Chairpersons also make recommendations.*
- *Chairpersons serve a term of 2*

	<p>years or two two-year terms as described in the terms of reference (more flexible to allow for improved continuity and transition).</p> <ul style="list-style-type: none"> <li>- Both Ryerson and Conestoga schools expressed their interest in getting their students involved with CWG.</li> <li>- ED provided guidance on the framework for review and acceptance of student members to the CWG.</li> <li>- The CWG will be responsible for: determining the number of student members; reviewing and approving the participation of student members as well as determining the scope of their function.</li> <li>- There was a discussion about the importance of the CWG meeting face-to-face on an annual basis, ideally at the AGM (Sunday before conference).</li> <li>- OBEC has reviewed and approved the appointment of JM and BK as co-chairs of the CWG.</li> </ul>	
<b>Strategic Plan</b>	<p>We will defer on discussing the strategic plan of this group until the larger group can come together at a future date. CWG must familiarized with OBN production before start plan is scoped; ideally, at the face to face meeting at the 2017 AEC/AGM.</p>	
<b>5.2. Ontario Branch News (OBN)</b>	<p><b>MS Publisher Platform</b></p> <ul style="list-style-type: none"> <li>- This will be the platform to be used for publication of Winter 2017 OBN.</li> </ul> <p><b>PHU Communications</b> BK contacted OACPH and received positive feedback on the provision of a contact list. Advised to wait until March for the full membership list.</p> <p><b>Winter 2017 OBN content</b> Editor’s approval folder has been created on Google drive for approval of content to be published in OBN.</p>	<p><b>Action Item (January 19):</b> JC to contact new PHI for spotlight interview (Breagh Moss)</p> <p><b>Action Item (February 16):</b> NBR to create a template for content generation for newly certified PHIs.</p> <p><b>Action Item (February 16):</b> BK to create a template for “How did you become a PHI” interview.</p>

Content generation was discussed for issue targeted for dissemination by March 1, 2017:

- Deadline is fast approaching.
- Conestoga has provided its submission. Content will need to be edited and synthesized.
- Ryerson's submission was very short.
- Announcement of Brian Clarence's retirement lacked content.
- Idea to include in the OBN an article on Brian's work.
- NBR to contact OBEC branch historian Grant Lafontaine at SMPHU for interview with Brian Clarence.
- Idea to establish leads within the CWG for communications with Ryerson and Conestoga.
- NBR will be lead for Ryerson.
- JM will be lead for Conestoga.
- Curling bonspiel – February 24/25; photos and stories to be collected by JC (Jacques Beauvias to share stories).
- PHI spotlight: NBR (next edition) and Breagh Moss (this edition) to provide submission for newly certified PHIs.
- Ted Korzeniecki has completed his submission for PHI spotlight.
- BK shared an idea for OBN content to focus on unique stories about how someone became a PHI (PSS worker who subsequently became a PHI in Niagara).
- ED mentioned the idea of creating content through events such as Ryerson's Pub with the Profs or the upcoming Pub with the PHIs.
- NBR to be in contact with Ryerson about Pub with the PHIs event.
- ED mentioned OBN should have a section introducing the CWG.
- Discussion about assigning OBN editions leads who will be responsible for championing each edition of OBN.
- BK will be champion for Winter

**Action Item (February 16):** NBR to contact Ryerson for Pub with the PHIs.

**Action Item (February 16):** NBR will contact Grant Lafontaine at SMPHU for Brian Clarence interview.

**Action Item (February 16):** JC to collect photos and stories from Curling bonspiel

**Action Item (February 16):** ED to contact Rachel Macarthur for PD infographic for inclusion in OBN.

	<p>2017 edition.</p> <ul style="list-style-type: none"> <li>• Callout will go out via listserv</li> </ul> <p><b>Submission deadline</b>  Submission deadline for Winter 2017 OBN determined to be Tuesday, February 14, 2017. Contributions to be saved to Google Drive folder in MS Word formats. Photographs to be saved in JPG formats.</p>	
<b>5.3. Website</b>	No updates	
<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>6 Next Meetings</b>		
<b>6.1 Teleconference</b>	<p>OBEC Communications Working Group  Teleconference 11:00 – 12:00</p> <p>December 15, 2016: ED  January 19, 2017: JM  February 16, 2017: RB  March 16, 2017: BK  April 20, 2017: ED  May 18, 2017: JM  June 15, 2017: RB  July 20, 2017: BK  August 17, 2017: ED  September 21, 2017: JM</p>	
<b>6.2 Adjournment</b>	<b>Motion to adjourn: JM</b> <b>Seconded by: BK</b>	