

## Ontario Branch Executive Council Communications Working Group Minutes

<b>Date:</b>	June 15, 2017	<b>Time:</b>	11:00-12:00
<b>Location:</b>	Teleconference		
<b>Attendees:</b>	Brandon Krupa (BK), Jeanine Middleton (JM), Rafael Barros (RB), Eric Devine(ED), Norair Bonyadi-Rodriguez (NBR), John Cannan (JC)		
<b>Invited:</b>			
<b>Regrets:</b>	Dennis Persaud (DP)		
<b>Chair:</b>	Brandon Krupa	<b>Recorder:</b>	Rafael Barros

	Agenda Items	Discussion	Action Item
1.	<b>Welcome and Introductions</b>	<b>Meeting commenced at 11:03</b>	
2.	<b>Approval of Agenda</b>	<b>Moved:</b> RB <b>Seconded:</b> JM	
3.	<b>Review and Approval of Previous Minutes from <a href="#">May 18, 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 be posted to the website on the Monday following the meeting.</li> <li>- Previous Minutes approval moved by RB and seconded by JM.</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> <ul style="list-style-type: none"> <li>- <b>Note: JM will e-mail May meeting minutes to CIPHI Ontario webmaster on Monday following the meeting.</b></li> </ul>
4.	<b>Review and Approval of Electronic Motions</b>	Nothing to review and approve.	
	Standing Agenda Items	Discussion	Action Item
5.1.	<b>Working group structure</b>	<p><b>Items to be added for subsequent discussion:</b></p> <ul style="list-style-type: none"> <li>- Website Maintenance</li> <li>- Quorum for Meetings to Proceed</li> </ul> <p><b>Student Members</b></p> <ul style="list-style-type: none"> <li>- Applications from Ryerson and Conestoga students have been received.</li> <li>- JM has received the applications and will post it on Google Drive for all members to review and provide feedback by June 30.</li> <li>- A discussion took place if Working Groups Chairs are allowed to vote. JC mentioned that at the working group level, chairs are able to vote. This is not the case at the Executive level (only in case of ties).</li> <li>- JM provided a brief summary of her findings on SM accounts used by other professional</li> </ul>	<p><b>Action item (April 20):</b> BK to contact Lori regarding management of social media accounts (i.e. Twitter, Facebook, LinkedIn, Instagram).</p> <ul style="list-style-type: none"> <li>- Questions to be circulated to CWG members for review to be completed as soon as possible.</li> <li>- Sharing of survey tentatively scheduled for 1 week, and survey to be kept open for 1-2 weeks.</li> <li>- <b>Completed</b></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</p>

	<p>organizations. Other stakeholders (RNs, RDs) use SM for event promotion, workshops, recognition of achievements, career opportunities. SM content seems to be consistent among all platforms (content is replicated).</p> <p><b>Social Media</b></p> <ul style="list-style-type: none"> <li>- Discussion took place in regards to how social media accounts should be managed.</li> <li>- JM suggested that one could assign particular members to manage each individual account (i.e. one for FB, one for Twitter etc.)</li> <li>-ED mentioned that there are software designed to manage multiple SM accounts in one single platform (i.e. Hootsuite) as another option.</li> <li>- Discussed the possibility of asking CIPHI members to inform us of what kind of information they would find useful for sharing through SM (possibly in the OBN).</li> </ul> <p><b>CWG Membership</b></p> <ul style="list-style-type: none"> <li>- Dennis Persaud has been added to the CWG</li> <li>- Student applications to be circulated to all CWG members</li> </ul>	<p>and provincial CIPHI accounts. <b>In Progress</b></p> <p><b>Action item (May 18):</b> JM to complete review of social media accounts for external organizations. <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>New</b></p> <p><b>Action item (June 15):</b> ED to add DP to Google Calendar Meeting reminders and GG Drive. <b>New</b></p>
<p><b>Strategic Plan</b></p>	<ul style="list-style-type: none"> <li>- Strategic plan discussion to be 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> <li>-</li> </ul>	
<p><b>5.2. Ontario Branch News (OBN)</b></p>	<p><b>MS Publisher Platform</b></p> <ul style="list-style-type: none"> <li>- Platform will continue to be used for 2017 Spring OBN.</li> </ul> <p><b>PHU Communications</b></p> <ul style="list-style-type: none"> <li>- BK contacted OACPH and received positive feedback on the provision of a contact list.</li> <li>- BK has been in contact with present of president of Ontario Association of</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.</p>

Communicators of Public Health, and has provided information on the OBN. BK is currently awaiting response regarding membership list. **(From previous meeting minutes)**. Nothing has been received so far.

**2017 Spring OBN**

- JM to champion issue
- Issue date is aimed for early to mid-June 2016.
- Content submission deadline: Monday, May 29, 2017

**Suggested Topics:**

- Softball tournament – Toronto Public Health (June 24)
- OBN Questions
- CIPHI conference (i.e. events, speakers, callout for abstracts, etc.)
- EPH school updates
- Member updates: i.e. retirements, in memory, celebrations
- CIPHI National Conference (BC)
- DP joined CWG group
- Ryerson Symposium?
- News from the North
- A Day In The Life
- ED spoke to Richard Meldrum about inclusion into OBN, Student Research material from Ryerson Symposium.
- The idea of adding an update from a BOC representative such as Norine was discussed.
- Also discussed the possibility of adding an update from COPE to this issue of OBN.
- Discussed the possibility of adding a new column to the OBN to refer readers to relevant EPH publications from Journals, or other reputable sources (i.e EH Review articles, IPAC lapses etc.).
- ED mentioned that Jim and Chris Chan may be interested in providing OBN content through an new joint venture (The Health Inspectors Notebook).

**OBN Fall 2017 ideas:**

- Experience for current student going through mock orals
- Canada 150
- Ottawa flooding

**IN PROGRESS**

**Action item (April 20):** NBR to contact Ryerson University for updates to include in the Spring OBN. **IN PROGRESS**

**Action item (April 20):** JM to contact Conestoga College for updates to include in the Spring OBN. **Completed**

**Action Item (May 18):** RB to contact regarding a day in the life / northern news. **Completed**

**Action item (May 18):** JM to contact northern health units regarding northern news. **NEW**

**Action item (June 15):** JM to contact Jim Chan for inclusion of their material in the Spring OBN. **New**

5.3	<b>Website</b>	<p><b>Maintenance</b></p> <ul style="list-style-type: none"> <li>- ED mentioned that Executive has approved \$2500 in the budget for website maintenance tasks.</li> <li>- This amount can be used for things such as platform updates, content updates etc.</li> <li>- In the past CWG has used a company called MIndspin.</li> <li>- \$90/h estimated costs for work orders.</li> <li>- To maximize value, members should frequently review content and send a .doc format file to Mindspin for content updates.</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> <p><b>Quorum</b></p> <ul style="list-style-type: none"> <li>-ED mentioned that according to Terms of Service the majority of group members must be present in order for meetings to proceed.</li> </ul>	<p><b>Action item (June 15):</b> All members to review website content and provide feedback on required updates in a word doc by July 20. <b>New</b></p> <p><b>Action item (June 15):</b> JM to create a Google Drive document for the sharing of website feedback. <b>New</b></p>
5.4	<b>Twitter</b>	No updates	
5.5	<b>Facebook</b>	No updates	
5.6	<b>LinkedIn</b>	No updates	
5.7	<b>PHI Grand Rounds Seminar Series</b>	No updates	
5.8	<b>YouTube</b>	No updates	
	<b>Other Business</b>	<b>Discussion</b>	<b>Action Item</b>
5.1	<b>Posting To ListServ</b>	No items to post to listserv	
	<b>Next Meetings</b>		
6.1	<b>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 JM May 18, 2017: JM June 15, 2017: RB</p>	

	July 20, 2017: BK August 17, 2017: ED September 21, 2017: JM October 1, 2017: Face-to-face meeting	
6.2 <b>Adjournment</b>	<b>Motion to adjourn:</b> ED <b>Seconded by:</b> BK  <b>Meeting adjourned at 12:01.</b>	