

Ontario Branch Executive Council Communications Working Group Minutes

Date:	May 18, 2017	Time:	11:00-12:00
Location:	Teleconference		
Attendees:	Brandon Krupa (BK), Jeanine Middleton (JM), Rafael Barros (RB), John Cannan (JC)		
Invited:			
Regrets:	Eric Devine(ED), Dennis Persaud (DP), Norair Bonyadi-Rodriguez (NBR)		
Chair:	Jeanine Middleton	Recorder:	Jeanine Middleton

	Agenda Items	Discussion	Action Item
1.	Welcome and Introductions	Meeting commenced at 11:08	
2.	Approval of Agenda	Moved: JC Seconded: BK	
3.	Review and Approval of Previous Minutes from April 20, 2017	<p>As determined at the inaugural meeting, minutes are to be circulated within 24 hours of the teleconference.</p> <ul style="list-style-type: none"> - 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. - All changes must be made by the following Sunday night. - Minutes shall be posted to the website on the Monday following the meeting. - Previous Minutes approval moved by BK and seconded by JC 	<p>Standing Action Item: Minute taker to post minutes to the Google Drive.</p> <p>Standing Action Item: ED to post minutes to the website on Monday following teleconference.</p> <ul style="list-style-type: none"> - Note: JM will e-mail May meeting minutes to CIPHI Ontario webmaster on Monday following the meeting.
4.	Review and Approval of Electronic Motions	Nothing to review and approve.	
	Standing Agenda Items	Discussion	Action Item
5.1	Working group structure	<p>Update from RR (April 20):</p> <ul style="list-style-type: none"> - RR has offered his support, and that of the OBEC, to the CWG to alleviate any matters that the group may require assistance on. - OBN Editor: While ED is on leave, RR recommended to ask JC to stand in, as he was the prior OBN editor. RR would also review OBN content. <p>Student Members</p> <ul style="list-style-type: none"> - BK and JM advised that student posting received positive response; still waiting to receive applications from Lori Holmes. - Members discussed cost and size of working group, in addition to the number of tasks at hand. Discussed addition of 1-2 student members per school. 	<p>Action item (April 20): BK to contact Lori regarding management of social media accounts (i.e. Twitter, Facebook, LinkedIn, Instagram).</p> <ul style="list-style-type: none"> - Questions to be circulated to CWG members for review to be completed as soon as possible. - Sharing of survey tentatively scheduled for 1 week, and survey to be kept open for 1-2 weeks. - IN PROGRESS <p>Action Item (May 18): CWG representative to join OBEC teleconference, or update to be provided to RR via e-mail.</p> <ul style="list-style-type: none"> - JM to update to RR. COMPLETED <p>Action item (May 18): ALL MEMBERS to review student applications for selection process, upon receipt of the applications.</p>

	<p>Social Media</p> <ul style="list-style-type: none"> - JM advised of intention to distribute social media survey to CIPHI members; JC advised that there is a SurveyMonkey account available until the end of the month. - RB recommended completing a review of other social media accounts from other organizations (i.e. nurses, dieticians, provincial and national CIPHI accounts) to review strengths and weaknesses of posts, information shared, and user following. Also discussed benefits of referring followers to accounts of related organizations (i.e. CIPHI National) and complementing their social media posts. 	<p>NEW</p> <p>Action item (May 18): BK to complete review of social media accounts for CIPHI National and provincial CIPHI accounts. NEW</p> <p>Action item (May 18): JM to complete review of social media accounts for external organizations. NEW</p> <p>Action Item (February 16): 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> <ul style="list-style-type: none"> - Update (April 20): Callout has been resent to Lori. Will be forwarded to the Ontario schools when approval is received. COMPLETED <p>Action Item (March 16): Jeanine to contact Lori re. participation of students and CIPHI memberships participating in working group. COMPLETED</p> <p>Action item (April 20): RR to send credentials for CWG e-mail address to BK and JM. COMPLETED</p> <p>Action item (April 20): JM to contact RR to request access to Google Drive to be created for DP. COMPLETED</p> <p>Action Item (April 20): CWG representative to join OBEC teleconference, or update to be provided to RR via e-mail.</p> <ul style="list-style-type: none"> - JM to update for April 20 meeting. COMPLETED
<p>Strategic Plan</p>	<ul style="list-style-type: none"> - 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. - Social media at AEC: Lori Holmes operates Twitter account, conference chair tweets on behalf of CIPHI Ontario. Lori plans on giving up this responsibility in the future. 	

<p>5.2. Ontario Branch News (OBN)</p>	<p>MS Publisher Platform</p> <ul style="list-style-type: none"> - Platform will continue to be used for 2017 Spring OBN. <p>PHU Communications</p> <ul style="list-style-type: none"> - BK contacted OACPH and received positive feedback on the provision of a contact list. - BK has been in contact with present of president of Ontario Association of Communicators of Public Health, and has provided information on the OBN. BK is currently awaiting response regarding membership list. <p>2017 Spring OBN</p> <ul style="list-style-type: none"> - JM to champion issue - Issue date is aimed for early to mid-June 2016. - Content submission deadline: Monday, May 29, 2017 <p>Suggested Topics:</p> <ul style="list-style-type: none"> - 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 <p>OBN Fall 2017 ideas:</p> <ul style="list-style-type: none"> - Experience for current student going through mock orals - Canada 150 - Ottawa flooding 	<p>Action Item (February 16): NBR to create a template for content generation for newly certified PHIs. IN PROGRESS</p> <p>Action Item (February 16): NBR will contact Grant Lafontaine at SMDHU for Brian Clarence interview. IN PROGRESS</p> <p>Action item (April 20): NBR to contact new graduates for PHI interview for Spring OBN. IN PROGRESS</p> <p>Action item (April 20): NBR to contact Ryerson University for updates to include in the Spring OBN. IN PROGRESS</p> <p>Action item (April 20): JM to contact Conestoga College for updates to include in the Spring OBN. IN PROGRESS</p> <p>Action item (May 18): JC to send contact information for Conestoga College student representative to JM. COMPLETE</p> <p>Action Item (May 18): RB to contact regarding a day in the life / northern news. NEW</p> <p>Action item (May 18): JM to contact northern health units regarding northern news. NEW</p> <p>Action Item (April 20): JM to contact RR for monitoring of OBN Editor account. COMPLETED</p>
5.3	Website	No updates
5.4	Twitter	No updates
5.5	Facebook	No updates
5.6	LinkedIn	No updates
5.7	PHI Grand Rounds Seminar Series	No updates
5.8	YouTube	No updates
	Other Business	Discussion
5.1	1 Posting To ListServ	No items to post to listserv
	Next Meetings	Action Item

<p>6.1 Teleconference</p>	<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 July 20, 2017: BK August 17, 2017: ED September 21, 2017: JM October 1, 2017: Face-to-face meeting</p>	
<p>6.2 Adjournment</p>	<p>Motion to adjourn: JC Seconded by: BK</p> <p>Meeting adjourned at 12:02.</p>	