

Ontario Branch Executive Council Communications Working Group Minutes

Date:	January 19, 2017	Time:	11:00-12:00
Location:	Teleconference		
Attendees:	Eric Devine(ED), John Cannan (JC), Jeanine Middleton (JM), Brandon Krupa (BP), Rafael Barros (RB), Norair Bonyabi-Rodriguez (NBR)		
Invited:			
Regrets:			
Chair:	Eric Devine	Recorder:	Jeanine Middleton

	Agenda Items:	Discussion	Action Item
1.	Welcome and Introductions	Meeting commenced at 11:00	
2.	Approval of Agenda	Moved: Seconded:	
3.	Review and Approval of Previous Minutes from	<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 posted to the website on the Monday following the meeting. 	<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>
4.	Review and Approval of Electronic Motions	Nothing to review and approve.	
	Standing Agenda Items	Discussion	Action Item
5.1	Working group structure	<p>Members include JM, BK, RB, and NBR.</p> <ul style="list-style-type: none"> - Introduction of RB and NBR. - 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 chairperson assuming more duties as the group evolves. <p>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).</p> <p>ED stated that working group members must be certified with active membership in good</p>	<p>Action Item (December 15): JM to contact three BOC accredited schools in Ontario and advise of OBN submissions. IN PROGRESS</p> <p>Action Item (December 15): JM to contact three BOC accredited schools in Ontario and initiate discussions for student members in the communications working group. IN PROGRESS</p> <p>Action Item (January 19): ED to provide feedback to JM on CWG student member posting draft.</p>

	<p>standing.</p> <p>A working group chair has not yet been selected. Discussion on the need for a chairperson.</p> <ul style="list-style-type: none"> - 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 (1-2 each year), scheduling of CWG face-to-face meeting, editor of OBN. - Ontario Branch Executive Council will make final selection on chair or co-chairs. <p>JM and RB stated interest in co-chairing the committee. Maximum number of co-chairs determined to be 2 members.</p> <p>Discussion of inclusion of student members for CWG. Ideally 2 or 3 per school; must be CIPHI members; duties to be scoped and not mission critical.</p> <ul style="list-style-type: none"> - Draft of student member posting was previously shared with ED and circulated to Lori Holmes. 	
<p>Strategic Plan</p>	<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>	
<p>5.2. Ontario Branch News (OBN)</p>	<p>Current editor JC will assist with transition.</p> <p>MS Publisher Platform Discussion of platform for OBN (MS Publisher). Platform was previously explored by JM and BK. Will retain this platform for use and discuss again after the second of OBN by CWG.</p> <ul style="list-style-type: none"> - RB and NBR were asked to become familiar with the platform. <p>PHU Communications BK contacted PHUS' communication</p>	<p>Action Item (November 17): JC will hand off the data storage record of the historical record of the OBN editor to the branch historian at the face to face in February 2017 (OBEC only).</p> <p>Action Item (November 17): JM and BK to review MS Publisher and familiarize with platform. UPDATE: RB and NBR to review MS Publisher platform for production of OBN.</p> <p>Action Item (January 19): ED to request Google Drive access for NBR.</p>

	<p>departments for OBN content related to PHIs; was advised to contact the Ontario Association of Communicators in Public Health. OACPH advised they would follow-up with BK, and may be able to provide a contact list.</p> <p>Winter 2017 OBN content Content generation was discussed for issue targeted for dissemination by March 1, 2017:</p> <ul style="list-style-type: none"> • JC has online training information for Rolling Stone/CPI bursary work related to infection control • Needs assessment survey results infographic for next edition; may request additional content for infographic and survey results) • Content from 3 Ontario BOC accredited schools; Cathy Egan to provide article on Conestoga College • Callout will go out via listserv • OACPH / PHUs communications departments as source for ready to print material; must be PHI-work related • Curling bonspiel – February 24/25; photos and stories (photos and story to be requested from organizers?) • Congratulations, retirements, obituaries • Promotion of baseball tournament • PHI spotlight: JC, ED, and JM to seek out interviews with newly certified and retired PHIs for “bookend” interview responses. <p>Submission deadline 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>	<p>Action Item (January 19): ED to create OBN Winter 2017 folder on Google Drive.</p> <p>Action Item (January 19): JM to e-mail interview questions to JC.</p> <p>Action Item (January 19): JM to contact former colleague (Ted Korzeniecki) for PHI spotlight interview.</p> <p>Action Item (January 19): JC to contact recently employed PHI for spotlight interview (Breagh Moss).</p> <p>Action Item (January 19): BK to follow-up with OACPH for update and list of contacts.</p> <p>Action Item (January 19): ED to contact newly certified CIPHI member for PHI spotlight interview.</p> <p>Action Item (January 19): All CWG members to upload high resolution photograph and short biography to OBN Winter 2017 folder on Google Drive.</p> <p>Action Item (November 17): JC will upload the historical records of the OBN editor to the Google drive. COMPLETED</p> <p>Action Item (December 15): JC to send request for submissions via listserv COMPLETED</p> <p>Action Item (December 15): BK to contact 36 PHUS communications departments for request for material. UPDATE: Provide latest copy of OBN as an example. COMPLETED</p> <p>Action Item (December 15): JC to develop a standing list of OBN standing sections and circulate; load to Google drive. COMPLETED</p> <p>Action Item (December 15): BK to contact 36 PHUS communications departments and create contact list for future use. COMPLETED</p>
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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	Action Item
5.1	Posting To ListServ	No items to post to listserv	
	Next Meetings		
6.1	Teleconference	OBEC Communications Working Group Teleconference 11:00 – 12:00 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	
6.2	Adjournment	Motion to adjourn: N/A Seconded by: N/A Meeting adjourned at 12:00pm; no motion due to time restraint.	
6.3			