



Children and Youth Planning Table Communications Advisory Team Meeting Summary

Monday, November 24, 2018, 9:30am to 11:30am
KW Habilitation

Present: Kristen Franks, Joana Lincho, Margie McLean, Stacey McCormick, Amy McKague, Sherry Morley, Dayna Giorgio

Regrets: Bonnie Caza, Alana Russell

Welcome & Introductions

Joana welcomed everyone to the meeting. The meeting minutes from September 24th meeting were reviewed and approved.

Margie McLean is the new Communications Coordinator with Children and Youth Planning Table (CYPT). Her position is housed out of KW Habilitation, with 20 hours per week dedicated to CYPT (additional 10 hours per week as needed).

Action: Moving forward, Margie will lead Communications Advisory Team working group.

Smart Waterloo Region Update

November 20th is Smart Waterloo Region (Smart WR) official launch. This will be taking place at 3 locations (Cambridge, Elmira, and Kitchener). The afternoon session (1:00pm-4:00pm) has a panel discussion and facilitated conversation, and the evening session is a drop-in (4pm-7pm) with children, youth and community engagement.

Communications Framework and Request Package

Joana and Margie are in the process of creating a communications request package and an accessibility package. A request was put out to the team for two-three volunteers to review these packages when they are completed and then they will be added to the website. Stacey McCormick volunteered to assist with this project.

Action: Joana will send Stacey communications request package and accessibility package to review when complete. Any additional volunteers to assist with review, please email Margie McLean at mmclean@kwhab.ca

Call-Out for New Members

A few meetings prior, there was consensus from the team to put out a call-out for new members to join the Communications Advisory Team. The call-out has been drafted and was reviewed and edited by the team during the meeting.

Action Margie will add call-out to the E-News Bulletin, in addition to the date of the January team meeting.

2018 Work Plan Review

The team reviewed the 2018 Work Plan and evaluated the work done thus far, as well as what needs to happen in 2019. The evaluation process included: analyzing the objectives; did we reach those outcomes; and what impact did it have?

· In the sections below, fill out sticky note answers from group- may be more accurate. Suggestion Look at old communications strategy for the objectives listed, may help to fill these listed objectives out

Social media

Objective: To share information pertaining to CYPT initiatives and spread a consistent message across membership agencies. Additionally, social media is used to increase communication and reach of CYPT across agencies and organizations.

Outcomes:

- What are the SMART goals - quarterly, annually?
- Engagement rates
- Who are our followers?
- # of followers

Additional question/comments:

- Check the metrics to gain understanding of impact.
- Use analytics to help with targeted invites to certain agencies and people to follow CYPT
- What is the best avenue of social media to use?
- Is the membership at same level of using social media? Ask the membership how they share messages and see the common avenue.
- The message is not filtering down to the rest of the agencies/organizations. There seems to be a disconnect between the members of the CYPT and communications of the agency they are working for.



Website

Objectives: To be a hub of information for CYPT agencies and organizations.

Additional questions/comments:

- Need to increase engagement with the website.
- The calendar is empty- needs further engagement. Option for Continuous Professional Learning (CPL) group to populate the website. Note: the Continuous Professional Learning Committee is not yet an official group of the CYPT.
- Analyze website bounce rates
- Make website main frame of reference- the bulletin will have links directing with website for full story.
- Have private sections for working groups with agendas, minutes, etc./ Create a members only portal (password protected).
- Ask members to verify and update information on the website.
- Add an “evergreen” section for website. Make note of valid date so that people will update and re-submit every year.
- Create a listing of evergreen content from different organizations for communicators to promote and share.
- Using the website as a means for consistent messaging across agencies (i.e. family compass)

E-news bulletin

Objective: A bi-monthly report to communicate CYPT updates and stories to the affiliation.

Additional questions/comments:

- Bulletin is currently too rich in content- use it as a summary of information with links to the full story on website. This will navigate greater website usage.
- Bulletin will contain five key categories and content will be dispersed throughout the categories.

Action: Margie is creating an updated, condensed and illustration of charter for the website. Margie will include the link to this in an update on the next bulletin. In the upcoming Bulletin, Margie will add information to inform members of change to structure. The new structure will begin in January.

Family compass

Objective: A one stop place for families, youth, and service providers to learn about and connect to services for children and youth.

Additional comments/questions:

- Responsibility of Family Compass will sit with Communications Advisory Team.
- Jen Hessen working on evaluative measures of family compass.
- Run a pop-up survey to gain metrics.

2019 Work Plan

2019 meetings will focus on implementation of above listed suggestions for changes. Each one will be standing conversation for 2019 meetings.

Groups that Communications Advisory team will support are: Smart WR, Family Compass and possibly the Continuous Professional Learning.

We reviewed the communications framework that will act as a communications form for the criteria of information to be posted to the website via membership organizations.

Action: Suggestions via group discussion will be implemented to communications framework.

2019 Meeting Schedule

In 2019, the group will continue with quarterly meetings on Monday mornings.

Action: Margie will send out the next year's meeting invites via Outlook. A rotating schedule will be created for locations of 2019 meetings.

Next Meeting

Date: Monday, January 21st, 2019

Time: 9:30am-11:30am

Locations: YMCA's of Cambridge and Kitchener Waterloo, 161 Roger Street, Waterloo, Ontario, N2J 1B1. Boardroom