

Children and Youth Planning Table

Communications Advisory Team Meeting Summary

YMCA's of Cambridge and Kitchener Waterloo
Monday, January 21, 2019, 9:30am to 11:30am

Present: Kristen Franks, Margie McLean, Stacey McCormick, Sherry Morley, Dayna Giorgio,

Regrets: Amy McKague, Scott Williams, Bonnie Caza, Alana Russel, Jennifer Berry, Jenn Hesson

Welcome & Introductions

Margie welcomed everyone to the meeting. Margie advised that two new team members, Scott Williams from KW Counselling Services and Alana Russel from WRDSB will be joining in upcoming meetings.

Updates

Bulletin and Website

- The team reviewed and approved the updated bulletin design- everything now links to the news page on the website.
- The next bulletin will go out mid- February, instead of January. It will include information about the Communications Framework and request package.
- There is now a drop-down menu added to the website, as well as a site map for easier functionality of the website.

Action: Margie will make partners page full width for easier navigation on the website.

Communications Framework and Request Package

- In the review stage of the "Creating Accessible Documents".
- The Communications Framework and Request Package are in final stages and are soon ready to be published. The survey software will require extra steps in monitoring, however, we feel confident in its use.

Action: Margie will post pan for survey online before next bulletin (bulletin will announce it to members).

Working Group Portals

We reviewed [Communications Advisory Team Portal](#) on the website. The page contains the agenda, meeting minutes, 2019 workplan, and terms of reference. This page is not confidential and open to any other working group use.

Action: Margie will continue to support this portal by uploading the applicable information to it. It is the responsibility of team members to use this page on the website. Team members will keep track of how often they are referencing this portal.

Smart Waterloo Region (SWR)

- Margie has been providing weekly communications support to SWR. The level of support will reduce as SWR engagement component wraps up and they begin the writing portion of their final proposal (due March 5th).
- On January 12th, SWR hosted a youth forum at Rim Park. All Children and Youth Planning Table (CYPT) backbone staff provided support throughout the day. Margie did all of the social media posts and assisted with photography.

2019 CAT Work Plan

The team reviewed and approached the CAT 2019 workplan.

Steering Committee Update

Margie is meeting with the Steering Committee on January 24th to update them on the work CAT is doing, as well as her role in the work being done. Margie asked the team if there were any questions or additional information for her to bring forward at the meeting- no additional questions or information were needed from the team at this time.

The Steering Committee has asked for a visual explaining how CYPT/SWR/WellbeingWR are all connected. The draft that was created by Margie was presented and reviewed/edited by the team.

Orientation Package

Previously, the orientation package consisted of a basic welcome email to all new members. Continuing on, the orientation package will contain an updated welcome email (via Mailchimp) that is one consistent message and contains links to all the necessary information for new members to know- similar to the format of the new bulletin. There will then be an automatic follow-up email 2 weeks later regarding any questions a new member may have. Depending on the type of questions, they can be offered a follow-up meeting with the Steering Committee.

The team reviewed the new welcome email and made adjustments as seen fit. Additionally, there was discussion around adding a “Frequently Asked Questions” (FAQ) page to the website.

Action: Margie will update welcome email with suggestions from team meeting.

Key Messages

The CYPT key messages are currently outdated. The team reviewed a basic draft of the CYPT key messages, providing suggestions on how to update them.

Action: Margie will update key messages and present them to the Steering Committee.

Communication Strategy

The last Communications Strategy is from November, 2017.

Action: Margie will evaluate and update the strategy, and present at the next meeting.

Evaluation Methods

- To evaluate the overall work of the CYPT, there is currently a yearly survey that goes out. Joana Lincho will be meeting with the Data Team to further develop this evaluation method. This survey includes questions about the communications that members receive. The team reviewed these and made suggestions around questions to include, take away, or alter.
- In the voting member opt-in form, there is a question inquiring about if the agency or organization has a communications person. This will allow us to follow up with them, so that they can disperse information to the appropriate people within individual organizations (e.g. bulletin).
- When there is a list of communications people in membership organizations, it may be beneficial to send out a sub-survey to these individuals regarding topics like commonly used social media channels, sharing CYPT information and potential barriers, and so on.
- CAT had a discussion around the need to get a benchmark for the [CYPT website](#) now, before the drivers to the website (e.g. new bulletin format) come out. This will allow us to properly track changes and evaluate successes.

2019 Meeting Schedule

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

Action: Margie will send out the next meeting invite via Outlook. A rotating schedule will be created for locations of 2019 meetings. Next meeting will be held on April 29th, from 9:30-11:30am at 99 Regina St. S, room 408.