



Children and Youth Planning Table Communication Advisory Team Minutes

April 29, 2019

9:00am to 10:30am

Room 408; 99 Regina St. South

Present: Scott Williams; Stacey McCormick; Sherry Morley; Margie McLean; Monika Bodemer (recorder)

Guests: None

Regrets: Dayna Giorgio; Alana Russell

Welcome and Introduction

Margie welcomed everyone to the meeting and provided member updates:

Jennifer Berry is no longer on CAT team, as she has retired.

Bonnie Caza has stepped down from her position and is no longer on the team.

Amy McKague has left KW Habilitation and started a new position elsewhere.

Action:

Margie to put call out for new members in next Bulletin and on Twitter. Next CAT team meeting to start at 9:30am.

Updates

Steering Committee Update

Margie presented MailChimp stats to Steering Committee, which have consistently been improving. All feedback on new Bulletin layout has been positive. The only suggestion made was to change red background to a more neutral colour for easier reading.

Margie also discussed how politically neutral CYPT would remain on social media. Steering Committee decision was to not become involved in any politically charged discussions, but rather to direct overall focus on the CYPT's vision, mission, and 6 Shared Goals. Margie working on evergreen tweets regarding every Voting Member organization that can be pulled from as needed.



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Smart Waterloo Region (SWR)

Jury questions received on Thursday, April 25th. Deadline to provide answers is Tuesday, April 30th.

Winners to be announced live on May 14th in Ottawa. There will be an event held in Kitchener, at the Tannery, which will live stream the event in Ottawa.

Bulletin Update

See Steering Committee Update.

Partners Page

Margie updated team on new Partners page on CYPT website.

Action:

None.

Bulletin Stories/Video Project

Future Bulletins are to showcase video stories that highlight the value of the CYPT and how working differently together has positively impacted child and youth wellbeing. The next Bulletin (mid-May) will feature a story from Jamie Jacomen. Each video going forth needs to use the same/similar questions to facilitate the interview.

Team discussed several possibilities for questions that could be asked:

How are you working differently together?

How has the collaboration benefitted the community? Has it or will it benefit the children and youth in Waterloo Region?

Why is it important for your organization to be part of the CYPT?

How can people find you? (Opportunity to plug Family Compass)

Idea put forth to use the Commons Studio at the Working Centre because it has high-end video equipment that can be used to record the stories.

Action:

None.

Youth Engagement Adult Allyship Marketing Strategy

Margie shared with the team one video from the upcoming Youth Engagement/Adult Allyship Less Telling, More Asking video series. All 7 (seven) videos will be uploaded on CYPT's website at same time in June. Team



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discussed highlighting content included on each video in staggered approach by email and Twitter, to market and increase awareness. Discussed which social media is most frequently used by CYPT members.

Action:

Margie to reach out to list of MarkCom members at CYPT Voting Member organizations to see which social media channels most frequently used by their organization.