



Children and Youth Planning Table Communication Advisory Team Minutes

September 13, 2021

9:30am to 11:00am

Zoom

Present: Stacey McCormick (Chair); Jane Tuer, Margie McLean

Regrets: Gloria Baros, Shay Dipraseuth, Teresa Pitman

Welcome and Introduction

Stacey welcomed everyone to the meeting,

Action:

None.

Work Plan Updates

Stacey and Margie shared an update on the CAT team workplan.

1. Meaningful communication related to belonging
 - a. One of the CYPT students worked to create social media content related to belonging and other things (ie. Our Data Briefs) that content needs to be illustrated and scheduled on social media. We are on track to move that forward.
2. Effective orientation to the work of the CYPT
 - a. First welcome video has been created
 - b. Plan for the email journey is in the works
 - c. Updates to the website have started
3. Family Compass Marketing and Promotion
 - a. CAT team members have been through the Family Compass website and made recommendations for language and useability. Those recommendations were compiled and sent to Alison Pearson for review and next steps

Action:

None



Social Media Posts to Share and Ask for Image Support

Social media posts created by CYPT student need support in illustrating and prepping them to be shared. A request was made to find royalty free images that work with the content and Jane Tuer agreed to go through them and find a bank of images that would be appropriate.

Action:

Margie to send Jane the google document that includes the social media content

Orientation of CYPT

- The first intro video has been approved by the CYPT co-chairs
- A draft email is ready to go.
- An interim welcome email has been created that includes the video and is now in use. Once the rest of the member journey is complete, we will shift to the new process.
- Margie went through the plan for the next videos and emails.
- It was agreed that one email/week would be sent to new members for a period of 6 weeks.
- CAT team members in attendance reviewed the second video script (on belonging).

Action:

Margie to send the belonging script to Alison Pearson for review

Family Compass Update

- Feedback from Jane Tuer on the readability and accessibility of the Family Compass website was sent to Alison Pearson.
- We've had a meeting with InCommunities about the search for services door and there are potential changes coming soon. (Incommunities switched the way the 211 data is gathered and pulled into our site and we need to make some decisions)
- Discussions about how there are multiple people holding ownership on the site making it hard to make changes or updates.
- Hoping that we will be able to connect with the partners who are contributing financial to keeping the site going and suggesting that CYPT backbone team have access to the website so updates can be made based on feedback and suggestions from the CAT team and the rest of the collaborative.

Action:

Action required with Alison Pearson and a few others, Margie will provide an update at the next CAT meeting.



Updates to Website

The CYPT sitemap that was sent to CAT members for feedback has been implemented on the CYPT website. Additional changes since the CAT team originally saw the sitemap have been added and there is now a new Youth section in the menu system as well. Updates to the website will continue throughout the next while.

Action:

None.