Communications Advisory Committee Meeting (CAC)
Wednesday, September 4, 2019 | 5:30 p.m. to 7:30 p.m.
CAPE HQ, 100 Queen Street, 4th floor, Ottawa

<u>**Meeting Minutes**</u>

Present: G. Gosselin, N. Giannakoulis (Teleconference), A. Picotte, E. Hailu,
G. Tolusso, M. Mohammed, S, Rehman, S. Rahman, J. Lafontaine and G. Kopytko

CAPE Staff: K. Thériault (Director of Communications), S. Ndayishimiye
(Communications Specialist) and P. O'Reilly (Communications Project Coordinator)

Apologies: S. Gan, J. Baker-Mutch, N. Bois, L. Patrick, J. Burns, J, Lafontaine, A.
Keisman, J. Gupta, K. Ahn

1.   Call to order/Agenda

Meeting was called to order at 5:45 pm. Motion to approve agenda: Moved by G.
Gosselin, seconded by G. Kopytko. Show of hands, agenda accepted unanimously.

2.   Approval of CAC July 17, meeting Minutes

Members reviewed minutes. S. Gan, who was unable to attend this meeting, sent
communications team email regarding her statements made during July 17th meeting.
She clarified her statements; therefore, July 17th minutes will be revised to reflect the
changes.

Motion to approve agenda: moved by A. Picotte, seconded by G. Gosselin. Show of
hands, minutes accepted unanimously.

3.   Review and approval: Committee's Terms of Reference

Regarding quorum of 50%, members agreed none was required. Members also believed that the rules of governance needed clarification or even removed in order to foster free exchange of ideas as committee is advisory in nature.

S. Rehman suggested that the committee needed a chair to lead discussions. CAPE's Director of Communications will seek further clarification from president and Director of Policy.

By way of email, S. Gan suggested *"that some consideration could be given to being more specific about the objectives of the sub-committee. The reason is this: especially in light of the that the sub-committee has only recently been revived, it is particularly important to be able to document and evaluate the sub-committee's activities in the following cycle. [. .] Therefore, it is important that the objectives are well fleshed out. It should also be clear what the indicators are for "success" (i.e., we want to know what meeting these objectives looks like)."*

Terms of Reference will require further revisions.

4.   Brainstorming Creative Session: New website

The brainstorm session involved CAPE's new Member Resource Centre (website) and the proposed wireframe for it, which is a mock-up of the site's visual architectural structure. Members were divided into 2 teams and issued a blank wireframe template and a word bank document of terms representing web icons, menu tabs and other main features on the front page of the website. Members were asked to post key words to key areas of the mock-up template and afterwards, a comparison would be drawn from the coms team model.

The goal of the exercise was to get an impression of how members envisioned the new website's structure and how the design would meet members needs:

- Is it in the right order?
- Are the key words accurate descriptions of the icons or major areas of website?
- Is the information organized logically?

The committee reviewed both templates and discussed the findings of the exercise. Below is a compilation of their findings and impressions of how CAPE's new website should be tailored.

- Members found exercise to be intuitive and their template structure resembled the Coms team version, such as having all 4 collective agreement links on the front page.
- Concept of community; website should empower our members

- Common wants and needs
- Members stated that the website should be structured to reflect the Association and its members. The website must be designed to help promote CAPE's valued proposition and advocate for members.
- Website must promote services, set the tone for mobilizing members
- Emphasize rights process, informal conflict management/resolution
- Short cuts to find union representatives
- Labour Relations; include employee terminology
- Page about leadership
- Dynamic news/ non-static website

5. Miscellaneous

<u>Measures of success</u>: The committee discussed the criteria that would determine the measures of success. Since the CAC is a consultative body, success can only be validated by member attendance, contribution and offer relevant input on CAPE's communications initiatives.

6. Next Meeting

A Doodle Poll will be sent to CAC members with proposed dates for next meeting. The next meeting would likely be in October.

7. Adjournment

The meeting adjourned at 7:40 pm.