



Communications Advisory Committee Meeting (CAC)
Wednesday, October 16, 2019 | 5:30 p.m. to 7:30 p.m.
CAPE HQ, 100 Queen Street, 4th floor, Ottawa

Meeting Minutes

Present: G. Gosselin, S. Gan, E. Hailu, G. Tulusso, and J. Baker-Mutch

Teleconference: N. Giannakoulis, J. Lafontaine and G. Kopytko

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

Apologies: A. Picotte, M. Mohammed, N. Bois, L. Patrick, J. Burns, A. Keisman, J. Gupta, K. Ahn, S. Rehman, and S. Rahman,

1. Call to order/Agenda

Meeting was called to order at 5:50 pm. Motion to approve agenda: Moved by S. Gan, seconded by G. Gosselin. Show of hands, agenda accepted unanimously.

2. Approval of CAC September 4th meeting Minutes

Motion to approve September 4th minutes: Moved by S. Gosselin, seconded by G. Tulusso. Show of hands, minutes accepted unanimously.

3. Approval of Terms of Reference

Motion to approve Terms of Reference: Moved by S. Gosselin, seconded by E. Hailu. Show of hands, Terms of Reference accepted unanimously.

4. Briefing on CAPE's 2019 federal elections outreach campaign

CAPE Communications Director briefed the committee on the 2019 federal elections outreach campaign.

In mid-September, CAPE drafted a letter/questionnaire to send out to as many candidates as possible from each major political party across Canada, specifically where CAPE members potentially reside. The questions were predominantly open ended with the goal of collecting relevant information from the candidates positions on issues that affect CAPE members so that they would be able to make an informed decision on Election Day.

This campaign would build on CAPE's advocacy strategy going forward; helping inform members, getting noticed by political figures and the parties they represent. Although, the campaign began late in the game, CAPE managed to send questionnaires to more than 300 candidates. Less than 20 candidates provided responses from most of the major parties. The Conservatives were the only party that did not respond to our questionnaire.

Here are some of the reactions, questions and comments from members of CAC (paraphrased):

G. Gosselin: Candidates may have had survey fatigue. Perhaps many surveys were sent to them from other organizations. Our survey may have been treated as a low priority as well. Perhaps it was late in the campaign and they did not get around to it.

G. Tolusso: Did [CAPE] consult with other unions on this strategy? Did we get responses from candidates in the NCR as most CAPE members reside there?

The questionnaire was issued to 20 ridings in the NCR as well as several others in all major regions across Canada.

S. Gan: The initiative was a good idea. However, candidates need to take time to answer a rather long questionnaire. The initiative should have been more streamlined; focus on central command views of parties – no need for questioning candidates in all ridings. CAPE could have selected fewer targets, like party leaders and send follow-up emails for further information or even call the party electoral office.

E. Hailu: Seek party position on more official and global issues. If some want to answer and some not. That is a statement in itself. It's a good lesson learned.

J. Baker-Mutch: Perhaps get input from CAC members for such initiatives. Since it was last minute and so much raw data from each candidate had to be collected in order for members to decide. However, this could prove to be a good informative exercise.

The federal election outreach report will be issued to all CAPE members on October 17th.

5. Rand outreach strategy presentation and consultation

This issue was raised by members of the National Executive Committee (NEC) in April and they concluded that a more pro-active approach should be taken to make Rand members aware that they can and should register as members in good standing.

The following is brief description of the presentation.

Currently, 28 per cent of CAPE members are non-registered “Rand” members. While these members pay their dues on a monthly basis, they cannot take advantage of the benefits and privileges extended to registered members. Every month, CAPE receives updated lists of new employees belonging to CAPE from the Treasury Board Secretariat (TBS) However, these lists do not provide CAPE with any contact information to reach these new federal employees. By principle, TBS never shares employees’ personal information with unions.

New government employees receive a letter of offer from TBS that informs them that they are represented by “a union” without being specific. Yet, the employer is obligated to hand out material provided by the unions to their new members.

It is CAPE’s moral duty and responsibility to make sure due-paying members receive all the information they need to enjoy the right to choose between being registered or not.

By 2022, CAPE wants to raise awareness of the benefits and privileges of being a registered member to 100% of newly hired members belonging to EC, TR, LoP and PBO classifications by producing and distributing a new CAPE Member Handbook or toolkit. As well, CAPE wants to reduce the gap of 28 percent to 15 percent or less.

CAPE will need to rely on a number of “champions” to reach Rand members. Those are:

- Treasury Board Secretariat
- CAPE staff, NEC and other volunteer members
- Local representatives
- Other members
- Rand members

CAPE will also promote rand recruitment via the CAPE website and social media outlets. Furthermore, the campaign would offer a referral rewards program: create incentives for champions to meet recruitment targets by participating in annual or monthly draw upon referral.

After the presentation, CAC members were invited to provide their recommendations and comments about the campaign. Here are their responses:

J. Baker-Mutch: It would be good if CAPE had a closed member portal so members can register safely. Regarding distribution of toolkit, not sure if the logistics described can be achieved as each department has their own HR department and doesn't rely on TBS to inform members. In fact, within the last ten years TBS has slowly moved away from properly informing new hires of their union. Aslo, TBS might commit to receiving the toolkit, yet TBS is not obligated to distribute it.

Also, I would be hesitant about a referral rewards program.

G. Gosselin: Consulting with locals about the toolkit is a good idea. Perhaps, CAPE could develop a laminated and appealing post-card or cheat-sheet explaining the benefits of registration and include all the important contact information.

S. Gan: Manage expectations, define your objectives. Try to get recruiting managers to distribute toolkit to members. Perhaps develop posters, pamphlets to promote initiative.

J. Lafontaine: Will Rands receive the toolkit with letter of offer? If so, CAPE would need to contact HR sectors of departments. For promotional posters, union notice boards not strategically placed in offices.

G. Tolusso: I'm conflicted about the printed version of toolkit as we are moving more towards paperless, electronic documents. Perhaps include a "members only" portal on website.

CAPE's new website will include a members' portal.

E. Hailu: When a Rand member joins, he/she should get an incentive; training, benefits. Raise awareness at training sessions. Unions should partner with the government to help employees understand their rights and benefits.

The director of communications invited CAC members to review and add comments or suggestion to the concept note provided.

6. Next Meeting

The next CAC meeting will be scheduled in November after CAPE's Annual General Meeting.

7. Adjournment

The meeting adjourned at 6:50 pm

