

CSSE Communications Committee Meeting

Wednesday, January 30, 2019

In Attendance

Dan Trottier (Chair)

Drew Douglas

Alex Ethier

Rick Condon (Staff)

Renzo Pella (Staff)

1. Call to Order

The meeting was called to order at 2:03pm Eastern Time.

2. Review minutes and action items from previous meeting

Dan asked if there were any questions regarding the agenda, and there were none.

- **Previous Action item:** Rick to create template and instructions and submit to Comm Comm for approval (due: Jan. 18)

This is on today's agenda and will be discussed later.

- **Previous Action item:** Rick to contact Chapters about their email situation once the new email template has been approved (due: Feb. 1)

Waiting for approval of template. Item carried forward.

New Action Item: Rick to contact Chapters about their email situation once the new email template has been approved (due: Feb. 30)

- **Previous Action Item:** Rick to review previous meeting recording to see if "develop cross-Chapter communication strategy and submit for Board approval" was assigned to anyone and then discuss with Dan. (due: Jan 18)

Rick informed the Committee that nobody was assigned this task. Dan said he would take ownership of this and that it would be incorporated into the Terms of Reference.

Drew asked about a strategy in the interim as he has an in-house course coming up and would like to send communications to members of nearby chapters. Dan recommended Drew contact the chapter chairs to add his course information to their communications.

New Action Item: Dan to incorporate cross-chapter communications into Terms of Reference.

- **Previous Action Item:** Renzo to send the production schedule to the Committee. (due: Jan 15)

This is done.

- **Previous Action Item:** Rick to investigate LinkedIn search and logo issues (due: Jan 18)

This is fixed.

- **Previous Action Item:** Rick to share branding information (due: Jan. 18)

This is done.

3. **Contact / Journal update – Renzo Pella**

Renzo announced that there are 3 articles and an interview for the next issue of *Contact*, with one article being a bit lengthy. Renzo will approach the author about editing the article down.

Rick announced that Perry had said the Board is committed to 4 issues of *Contact* a year.

Dan asked the Committee if there was an issue with having 5 or 6 articles in *Contact*. Drew didn't think 5 articles would be a problem. Alex said it would be okay so long as there is a variety of topics.

Dan asked if there were any thoughts about potential speakers or themes for the Summer and Fall editions of *Contact*. Drew responded that presenters for the upcoming webinar series might be asked to submit content from their presentations. Alex mentioned a CSSE Facebook article about upcoming CRSP changes and how they might affect CHSC designations. Dan said there were upcoming regulatory changes to the safety profession that could also be looked at for content.

Drew put forth that it might be interesting to have an article about a different member each issue regarding what CSSE membership means to them. Renzo said there was something like that in the works entitled "Working and Studying for My CHSC at the Same Time".

New Action Item: Renzo to ask author to edit article for length and clarity. (due: Feb. 15)

New Action Item: Renzo to pursue author for article on regulatory changes in the safety profession. (due: Feb. 28)

4. **Results of discussions at the CSSE Board Meeting – Dan Trottier**

Dan said the Terms of Reference wasn't discussed at the last Board meeting and it will be put on hold for now.

5. **Brand Guidelines – Rick Condon**

Rick had recently shared with the Committee a rough logo branding guidelines document that he received two years ago. Rick was asked by Perry to create a brand manual with the branding guidelines included. Although a rough brand manual was created, work was abandoned in favour of the new CRM/CMS project. He suggested trying to get a copy of ASSP's brand manual for reference.

New Action Item: Rick to send brand manual to Committee members. (due: Feb. 15)

New Action Item: Rick to pursue a copy of ASSP's brand manual, download more brand manual examples. (due: Feb. 15)

New Action Item: Rick to collect brand identity features (official colours, fonts, etc.) and create rough draught of a brand manual. (due: March 1)

New Action Item: Dan to follow up with Trevor regarding interest from the Board regarding brand manual initiative. (due: March 1)

6. Eblast Template – Rick Condon

Rick sent a test email using the new “Reminder” template to Committee members. Reminder was one of the desired templates identified by the Committee as being important, the others being “Chapter Meeting” and “General”. The template contains 1 column, which is as complicated as it should be considering most Chapter admins are not familiar with HTML programming. Drew, Dan, and Alex liked it and gave their blessing to proceed with producing templates with Chapter-themed content.

New Action Item: Rick to proceed making new email templates for all Chapters. (due: Mar 1)

7. Annual Report update – Rick Condon

Rick reported that Perry had set a deadline of February 8. We are waiting on content and, once complete and vetted by the Committee, we can use eblasts and social media to promote it. All Committee members believed that members would be very much interested in receiving an eblast about the release of the annual report.

8. Education PR Subcommittee – Drew Douglas

Drew informed the Education PR Subcommittee that its news would become a regular Communications Committee agenda item. They recently had a call for volunteers to boost the PR Subcommittee membership.

9. Other Items – All

Alex asked about additional chapter logins, and Rick responded that additional logins need to be requested. Drew reminded all about the start of the webinar series on February 27.

10. Next Meeting Date

Potentially March 12-14, 2019 – [Doodle poll coming](#)

In closing, Dan thanked everyone for participating in the meeting.