

CSSE Communications Committee Meeting

Tuesday, March 12, 2019

In Attendance

Dan Trottier (Chair)

Drew Douglas

Alex Ethier

Dave Howe

Elaine Wolfson

Rick Condon (Staff)

Renzo Pella (Staff)

1. Call to Order

The meeting was called to order at 2:00pm Eastern Time.

2. Review minutes and action items from previous meeting

- **Previous Action item:** Rick to contact Chapters about their email situation once the new email template has been approved (due: Feb. 30)

Task complete, there were no chapter responses.

Alex Ethier responded that Manitoba did not like the new templates and found them limiting. Rick replied that the structure of the email is standard and has flexibility for content, including the header image. Rick volunteered to work with the email sender until he/she is satisfied with the template. Manitoba will continue to use Constant Contact until they receive WYSIWYG training on the template. Rick suggested Manitoba provide a sample email in Word format, including any images, and he would convert it to a workable template. Alex requested additional login accounts.

New Action Item: Rick to create additional logins for Manitoba Chapter

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

Not done. Still waiting on the Board for Terms of Reference. Item carried forward.

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

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

This item is in reference to the article “The Case for Enhanced Data Literacy in the OHS Profession”. This is complete. Alex recommended that the author state that there is more work to follow. Drew suggested the article could be presented in tandem with the upcoming webinar. Dan agreed.

New Action Item: Renzo to approach authors and if webinar provides no additional answers to the problem, article should not be posted in *Contact*.

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

This is for the summer issue and still with the editor.

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

This is complete.

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

This is not complete and will be carried forward.

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

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

This is ongoing and should be ready shortly.

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

This is carried forward.

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

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

This is complete. Most chapters responded positively.

3. *Contact / Journal update – Renzo Pella*

Renzo announced that the spring issue was well under way with just a few pieces missing. Publication will be early April. Dan hoped that a copy would be ready for review for the meeting and wondered when a draft would be ready. Renzo said it was still with the designer but would email to the Committee once received.

New Action Item: Renzo to email *Contact* draft to Committee once he receives it.

Elaine suggested looking into the successfulness of the CRSP stipulation that members need to take the four modules through Ryerson.

4. Brand Guidelines / OH&S standardization – Rick Condon

Brand guidelines is a work in progress and has already been addressed in this meeting. The OH&S standardization was brought forth by Drew Douglas. Rick also voiced his concern about the many different variations he's seen on the website and in documentation. Alex said that in Manitoba, it's WSH (Workplace Safety and Health).

New Action Item: Rick to add the OH&S to the draft brand guideline for later discussion and contact Emily Hewitt to ask her Committees if they know what the standard might be. Rick will also check with Sheri Laudy.

5. Eblast Template – Rick Condon

Rick stated that the look of the template was well-received and viewed as professional-looking. Rick will continue with the remainder of the templates.

6. Annual Report update – Rick Condon

Rick reported that Perry has said it will be completed by the end of the week.

New Action Item: Dan to discuss with Trevor annual report expected completion date going forward.

7. Education PR Subcommittee – Drew Douglas

Drew announced the development of a Prezi course presentation to engage members. Once complete, it will be shared with the Education Steering and Communication Committees for feedback. Call for interest has closed and the Education Committee should be adding two more members soon.

8. Other Items – All

Alex asked who had replaced Charles for Membership and Rick gave him Pete Fridrich's contact information.

9. Next Meeting Date

Potentially May 13-15, 2019 – [Doodle poll coming](#)

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