

# CSSE Communications Committee Meeting

Tuesday, May 14, 2019

## In Attendance

Dan Trottier (Chair)

Drew Douglas

Dave Howe

Rick Condon (Staff)

Renzo Pella (Staff)

## 1. Call to Order

The meeting was called to order at 3:00pm Eastern Time. Dan asked if there were any additional item for the agenda and there were none.

## 2. Review minutes and action items from previous meeting

- **Previous Action item:** Rick to create additional logins for Manitoba Chapter

Task complete.

- **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 approach authors and if webinar provides no additional answers to the problem, "The Case for Enhanced Data Literacy in the OHS Profession" article should not be posted in *Contact*.

This was done and the article will not be posted.

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

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:** Dan to follow up with Trevor regarding interest from the Board regarding brand manual initiative.

This is carried forward.

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

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

This is complete.

- **Previous 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.

For course content, change requests must go through the Course Management & Development Subcommittee and the Education Committee. However, Drew and Rick agreed to compile a list of examples from other sources to see if there is a consensus among the H&S community. This list will be added to the Brand Manual draft for later review.

**New Action Item:** Rick/Drew to compile examples list; Rick to include with Brand Manual draft for review. (due: June)

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

This is carried forward.

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

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

Renzo announced that the spring issue was almost complete and the President's Message was being added now. Once complete, it will be posted online and an email sent to members. Also, the font size has been increased to assist in readability. Rick voiced concern over the change in format from portrait. Renzo admitted he should have brought the proposed format change before the Committee so it could have been discussed. Drew mentioned that the issue looked "bleak" using the new format, most likely due to increased use of white space. Rick recommended going back to the portrait format in order to make it more reader friendly. Dan asked if the lateness of the spring issue will affect the timing of the next issue. Renzo stated any interference was minimal. Dave recommended a late-July release date for the summer issue and Drew concurred. Renzo was okay with this.

### 4. **Discuss Contact as sales vehicle to get membership feedback – Dan Trottier**

Dan stated that the last issue of *Contact* struck him as a sales piece for Education Committee and lacked engaging content. Dave agreed and noticed the absence of variety. Drew suggested increasing the number of articles and not just ads. Dan contemplated the purpose of *Contact*

and what the members want to see for their membership dollar. Renzo said he noticed the last two issues contained substantial Education content, at least six pieces, and suggested speaking with Perry to strike a content balance. Dan suggested having an active Terms of Reference would be helpful.

**New Action Item:** Renzo to speak with Perry regarding content balance and ratio format (portrait).

Dan stated that less than 8 percent of CSSE's membership access *Contact*. Rick suggested social media posts to increase awareness when a new issue of *Contact* is released. Dan and Drew agreed. Dan announced that Board members were not eligible to submit *Contact* articles.

**5. Annual Report update – Rick Condon**

Rick reported that the annual report is now online.

**6. Education PR Subcommittee – Drew Douglas**

Drew announced his Prezi draft course presentation to engage members and shared his screen for a demonstration. Dave and Dan praised the presentation's interactive feature. Rick voiced concern that the large file was housed on Prezi's servers and not very portable.

**7. Other Items – All**

Drew announced he had been accepted to the CSSE's Indigenous Task Force.

**New Action Item:** Rick to add "Indigenous Task Force – Drew" to future agendas.

**New Action Item:** Renzo to send *Contact* Terms of Reference to Rick for posting.

**8. Next Meeting Date**

Wednesday, July 3, 2019 at 3:00 pm ET

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