

PSAC-NCR Communications Committee Meeting Minutes

December 12, 2023

1. Call to Order

The meeting was called to order by Leslie Pamphile at 5:30 p.m.

2. Roll Call

Present:

- Chelsea Flook (flookc@psac-afpc.com)
- Julien Gagnon Crabtree (julien.gagnon.crabtree3@gmail.com)
- Frédérique Ndembet (leonnant1993@gmail.com)
- Leslie Pamphile (leslie.pamphile@icloud.com)
- Candace McMullen (mcmullen.candice@gmail.com)
- Christian Smith (vplocal70019@gmail.com)
- Karl Lafrenière (lafrenk@psac-afpc.com)
- Rose Touhey (touheyr@psac-afpc.com)

3. Approval of Agenda

A motion to approve the agenda was proposed by Leslie Pamphile
Christian Smith wanted to discuss the roles and responsibilities before approving the agenda.
Leslie Pamphile asked if someone wanted to put a motion to defer the approval of the agenda.

A motion to defer the approval of the agenda and continue with an informal discussion was proposed by Christian Smith and seconded by Candace McMullen. Motion approved with a vote of 4-1.

4. Approval of Minutes

The minutes of the Communications Committee AGM held on November 27, 2023 were presented. A motion to approve the minutes was put forward by Christian Smith and seconded by Frédérique Ndembet. The motion was unanimously approved.

5. Discussion

Members shared successively their expectations regarding the committee.

Christian:

- Looking for ideas together and finding metrics to measure their accomplishments and their success on an annual basis.
- Setting up SMART objectives and making sure that committee members are aligned and establish an efficient committee and good practices for future members.
- Making sure that all ideas are heard and that the committee is not going in one direction, putting all the efforts together.
- Encouraging the discussion; multiple minds and multiple perspectives working together.

PSAC-NCR Communications Committee Meeting Minutes

December 12, 2023

Frédérique:

- Putting all our ideas together to try to impact, reach and involve more people.
- Making sure that more colleagues are aware of our activities and engaged.

Candace:

- Better understanding and clarifications of our scope and the roles of NCR staff to make sure that we are not duplicating or stepping up on each other's toes.
- Find a day in case we have to meet in person at the office as a committee.
- Update our Rands.
- Establish a better foundation of the committee before doing some social events.
- Put some efforts to build a good foundation internally and try to get all the committee to come together and connect more because we are facing the same type of issues.

Julien:

- Enhance communications; we're not using technology tools to the fullest.
- Try to find better systems to reach out to our membership.

Chelsea from PSAC staff explains and defines her role and some challenges that they are facing. She shared some advice. Karl Lafrenière provided some answers to questions and recommendations.

Discussion on the potential conflict with the pride committee meeting schedule and whether to change our meeting day.

6. Engagement and Outreach Objectives

- Foundation of a communications committee
- Efforts in reducing Rand members
- Proper metrics for measuring participation, productivity, and engagement
- Better integration between union, components and locals
- Look into the creation of region-wide e-campaigns and lists strategy
- Utilization of social media platforms and automation tools
- Defining roles of the national, regional, local communications teams, and pol coms
- Identifying the Communications Committee's target audience
- Platform for information sharing, member participation, feedback, and community building
- Outreach to connect activists and locals across the National Capital Region
- Enhance internal communications within the labour movement

7. Newsletter

Emphasis on the importance of newsletters as vital communication tools for connecting with our 13 committees.

8. Meeting Platform

All future meetings will be hosted via Zoom, with PSAC staff attending to provide assistance.

PSAC-NCR Communications Committee Meeting Minutes

December 12, 2023

9. Roles and Responsibilities

A motion to review position descriptions and tasks during the mandate was proposed by Leslie Pamphile and seconded by Christian Smith. The motion was unanimously approved.

Committee Members' Actions:

- Development of an online engagement plan
- Collection of committee documents by Karl Lafrenière
- Submission of Oath of Office to Karl Lafrenière
- Activation of Committee landing page
- Two-year mandate for each position
- Review of bylaws for compliance

10. Alliance Facilitators' Network and CoP

Leslie Pamphile discussed efforts towards re-establishing the Alliance Facilitators' Network and working with the Education Committee on content creation.

11. Engagement and Outreach

- Hosting workshops
- Liaison with other committees
- Creation of a best practices list
- Regular bargaining updates
- Separate strategy session planning

12. Rand and Onboarding

Discussion led by Christian and Julian on Rand resolution considerations, components' willingness to share Rand lists, and ensuring non-conflict with PSAC staff responsibilities. A detailed plan is expected by February.

13. Olympism Program: Leisure Activities

Invitation to members to share leisure or recreational activities.

14. Adjournment

The meeting was adjourned at 7:21 p.m. by Leslie Pamphile, seconded by Frédérique. Minutes submitted by Leslie Pamphile.
