

**CANADIAN SOCIETY OF SAFETY ENGINEERING**

**Communications Executive Meeting**

**Friday December 18, 2015**

**1:00 PM AT – 12:00 PM ET – 10 AM MT**

**MINUTES**

1. **Call To Order and Attendance**

In attendance: Dan Trottier, Don Ross, Denise Howitt, Michael Reid

1. **Adoption of the Agenda**

Chair moved to approve the previous minutes. Motion carried.

1. **Approval of Minutes from two previous meetings**

Chair moved to approve the previous minutes. Motion carried.

1. **Discussion Items:**

a. Website/CRM Project Report

Website has been operational for two weeks. Main issue is that people are not using the correct email address to activate their profile. The member directory had privacy issues and is still in development.

Another issue is that people want their old receipts. Current work-around is for people to email and staff can email them from the old system. Denise pointed out that communications from local Chapters is not included in the communication opt-in. Also, that the chapter resources link needs to connect to local chapters.

There was then a general discussion about email communication choices as well as search functions and training resources. There was a suggestion that a message go out to the membership to ask for patience and explain the status of the project.

Dan expressed gratitude to Michael for his work on the website. Other committee members concurred.

*ACTION: Send out message to the membership as mentioned above.*

b. Chapter Websites

There are 7 chapters currently up and running with websites. The next phase is to start a formal process for rolling out to the rest of the organization. There should be a train-the-trainer model with “experts” in each region.

*ACTION: Don offered to have training with the RVPs at the board meeting in Toronto.*

c. Strategy/Planning for 2016

Next activities for website/CRM were discussed earlier in the meeting.

Next objective: Defining CSSE communication channels, roles and responsibilities. This is approximately a year behind. This should be completed in the next 6 months. Dan has taken the lead on this

Don pointed out that the Communications Plan lays out who communicates with whom. He also noted that there are documents outlining roles and responsibilities for Board members, Chapter executives, etc.

*ACTION: Dan and Denise to work on roles and responsibility.*

d. Working Group reports

*Digital Working Group*

Michael expressed that it would be nice to have a functioning Digital Working Group now that the website is up and running. Working Group lead could help with Chapter website roll-out

*Contact Working Group*

Draft of Contact has gone to the designer. Will be sent to the Working Group as soon as possible. A call for articles was put out in the last CSSE & Beyond.

*Spotlight Working Group*

Nothing to report. NAOSH Week is coming up May 1-7 2016.

*Journal Working Group*

Articles were reviewed. There was a lot of indecision within the Working Group about which to choose. Michael took away and narrowed down the choices and sent to Cathy. He does not feel comfortable making decisions about what to include.

*Annual Report Working Group*

Nothing to report.

Business Arising – None.

Date of Next Meeting: January 21, 2016