

# MINUTES



## Communications Committee, Meeting #67

Date: Tuesday January 12, 2016

Time: 9:00am – 11:00am (communications), 11:00am – 2:00pm (Join communications and performance measures committee)

Place: CASA Office, 10th Floor, 10035 – 108 Street, Edmonton, AB

### IN ATTENDANCE

<u>Name</u>	<u>Stakeholder Group</u>
Ann Baran	Southern Alberta Group for the Environment
Keith Denman	CASA
Warren Greeves	CASA
Jason Maloney	Alberta Environment and Parks
Cara McInnis	CASA
Ruth Yanor	Mewassin Community Council (Until 1:30pm)

### REGRETS

<u>Name</u>	<u>Stakeholder Group</u>
Leigh Allard	The Lung Association – Alberta & NWT

Action Items	Who	Due
65.2 Contact CASA Board Members and Stakeholders Re: Involvement with Clean Air Day 2016	Keith	March Board Meeting
65.3 Contact Board Members and Stakeholders about current and future campaigns CASA can support	Keith	ASAP
65.5 Deliver old CASA Swag to the Lung Association	Cara	Ongoing
65.7 Update CASA website	Cara	Ongoing
65. 11 Research current spam laws for emailing ePostCards	Cara	Ongoing
67.1 Ruth will send invitation to Keith for AEN AGM	Ruth	ASAP
67.2 Keith will attend AGMs of Stakeholders, and meetings with MLAs to raise awareness of CASA	Keith	Ongoing
67.3 Communications committee to review message maps and submit comments & edits	Committee	ASAP



## 1. Administrative Items

Meeting #67 was a joint meeting between the communications committee and the performance measures review working group

- a. Agenda and meeting objectives were approved
- b. The Minutes from Communications Committee Meeting #66 were approved with minor editorial comments
- c. Action items were reviewed and updated as follows

Action Items	Who	Due
65.2 Contact CASA Board Members and Stakeholders Re: Involvement with Clean Air Day 2016	Keith	March Board Meeting
65.3 Contact Board Members and Stakeholders about current and future campaigns CASA can support	Keith	ASAP
65.4 The Secretariat will contact Government Libraries to inquire about interest in obtaining a copy of the Legacy Book	Secretariat	Ongoing
65.5 Deliver old CASA Swag to the Lung Association	Secretariat	Ongoing
65.6 Contact Primal Tribe to gain access to bottom banner for editing	Cara	Complete
65.7 Update CASA website	Cara	Ongoing
65.9 Create information sheet templates for Project Managers to use for monthly updates	Cara	Complete
65. 11 Research current spam laws for emailing ePostCards	Cara	Ongoing
66.1 Revise draft communications plan and redistribute to committee	Cara	Complete

### d. CASA Update

Sara Hanlon will soon be going on maternity leave, and Cara McInnis has stepped into her position.

CASA has been approved for funding for 2016 and should be receiving the cheque soon.

The Non-Point Source Project Team kicked off in November in Red Deer, and will be examining emissions profile and management strategies for reduction.



## 2. Communication Plan Edits Review

### a. Evaluation

The board approved the communications plan, with two main comments. The communications plan should be more measurable, and should be linked directly to the performance measures or strategic goals. The Committee agreed that the communications plan should support the performance measures and strategic goals, but it should be evaluated on its own merits.

#### Stakeholder Awareness

Does the communications plan effectively raise awareness among CASA Stakeholders? A lack of awareness among MLA's, and Stakeholders behind the board members was identified. The Executive Director will move forward with looking for opportunities to meet with MLAs. Attending Stakeholder Annual General Meetings and events was also suggested. Members of the Board of Directors should be approached directly to ask what they see as vital to CASA communications, and for ways in which CASA can present itself directly to each stakeholder.

**Action Item: Ruth will send invitation to Keith for AEN AGM**

**Action Item: Keith will attend AGMs of Stakeholders, and meetings with MLAs to raise awareness of CASA**

#### Social Media

LinkedIn was identified as a good form of social media for connecting on a professional level, including reaching out to stakeholders and supporters. This platform can also be linked with Twitter.

A relaunch of a Clean Air Bulletin, published on a quarterly basis around the Board of Director's Meetings was suggested. This would focus on highlights of CASA's activities, current projects of CASA's stakeholders, and board member (past and present) features and stories.

#### Community of Practice

The Community of Practice was an idea put forward by the board in the past. It has not developed beyond an idea, but the board is still interested. It is meant to be a place of collaboration, education and mentorship, through multiple platforms, including online message boards, webinars, training, etc.

An option to move this idea forward is through Cara's work with her Masters of Communications education through the University of Alberta, and her final capstone



project. Questions to consider are who this would benefit, and what kind of programming would be involved.

## Message Maps & Templates

The message maps were distributed to the members of the communications committee for edits and approval.

The project update templates were approved for use going forward, and a live example will be provided using the communications committee and the performance measures updates.

**Action Item: The communications committee will review the message maps and provide feedback and suggestions at the next communications meeting.**

## **3. Future**

The CASA Communications Committee will formally present the communications plan to the Board of Directors in March. A poll for an early February meeting will be sent out in order to discuss the presentation, as well as the communications committee participation in the Annual Report.

## **4. Introduction**

The PMRWG joined CASA's Communications Committee at 11:00 am as the need for a joint meeting was prescribed in the last PMRWG meeting.

## **5. Introduction to performance measurement at CASA**

The communications committee had been asked by the performance measures review working group to evaluate the timing and content of the numerous surveys CASA uses to gather information.

The surveys below have been used by CASA for the last several years:

- Project Team Biannual Survey
- Exit Survey
- 3-Year Satisfaction Survey

The purpose of these surveys are to provide data for the purposes of continuous improvement, primarily reported by CASA's Performance Measures Committee. In the last two years, responses to the surveys have dropped off, indicating a potential issue with the surveys themselves. As part of the review of CASA's performance

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measures strategy, the PMRWG directed a review of CASA’s surveys to be completed in collaboration with the communications committee.

The secretariat led the two teams through a brief description of the Performance Measures Committee’s work before taking feedback from the groups through a series of questions (shown below):

1. *Why do we need project team member feedback?*
2. *How should the feedback be reported?*
3. *What do we do with this feedback?*

<u>Question considered</u>	<u>Feedback</u>
1. Why do we need project team member feedback?	<ul style="list-style-type: none"> <li>▪ Provides accountability for all members of the group, including project team members and secretariat</li> <li>▪ Ensures expectations have been met (i.e. workplans, project charters and terms of reference)</li> <li>▪ Assesses how clearly the expectations were set at the onset of the project</li> <li>▪ Provides an assessment of the collaborative process</li> <li>▪ Allows feedback on why members may choose to participate or not participate in future project teams</li> <li>▪ Tracks trends to allow for reporting and continuous improvement</li> </ul>
2. How should the feedback be reported?	<ul style="list-style-type: none"> <li>▪ Project team member feedback serves as an ongoing temperature check, and should not just be completed following a project</li> <li>▪ Each meeting should contain a standing agenda item which addresses any feedback provided in the previous meeting</li> <li>▪ Feedback should serve to illustrate trends for use by the executive and secretariat</li> <li>▪ Responses should be useful and useable, indicating that there is a plan in place to deal with bad results</li> </ul>
3. What do we do with this feedback?	<ul style="list-style-type: none"> <li>▪ Standing agenda item at each meeting should be implemented by project managers</li> <li>▪ Conversation with team each meeting should highlight how issues were addressed</li> <li>▪ Any sort of survey mechanism should clearly outline “why” CASA is requesting feedback</li> <li>▪ Survey (tool) should not drive the process</li> <li>▪ Objectives of performance measures should be the key focus, with the surveys designed to accurately measure progress</li> </ul>



## 6. Draft changes to surveys

Both groups indicated that focus should be shifted away from the surveys themselves, and should instead examine the applicable performance measures. The secretariat led the group through the performance measures applicable to the communications committee.

In order to reflect the discussion above, the groups suggested that the *exit survey* and *biannual survey* be re-examined and included in part into a standardized *Meeting Feedback Survey* to be provided electronically or in-person following each project team meeting. Through allowing for the opportunity to provide feedback, the secretariat is therefore consistently reaching for 100% satisfaction, and has ample opportunity to address any concerns as they arise.

***Action item 3.1 - Secretariat to amalgamate Biannual survey and Exit survey into a single Meeting Feedback Survey to be administered following every project team meeting.***

Following completion of work, project teams are asked to participate in a *focus group* where information reported through the existing *exit survey* would then be collected. Combined, the *meeting feedback survey* and final *focus group* component of the project team process would effectively replace the *biannual survey* and *exit survey*.

***Action item 3.2 - Secretariat to include a focus group element into the collaborative process of project teams. Project teams will be expected to initiate a focus group near the end of the process for the purposes of continuous improvement and data collection.***

The group noted that with any data collection process, a FOIP (or PIPA) statement should be provided.

***Action Item 3.3 - Secretariat to look into requirements set out by FOIP or PIPA in relation to the issuing of surveys.***

## 7. Revise performance measures

Performance Measure 6: Influence and inform AQ policy

As a performance measure for the first strategic plan goal (“To provide strategic advice on air quality issues and the impacts of policy initiatives on air policy”), the information collected was deemed neither useful nor useable by the



communications committee and performance measures review working group. The groups commented that the sum of the other performance measures and indicators actually measure CASA's ability to "influence and inform AQ policy," and that number of documents produced does not necessarily correlate to how impactful the work of project teams is. Other measures are already in place to examine the implementation of recommendations from CASA project teams to the CASA board.

As the groups did not find it to be relevant, this measure has been eliminated from the performance measures strategy.

## Performance Measure 8: Provide available AQ information

Performance measure 8 tracks the uptake from the public inquiring into information held by CASA relating to relevant air quality information. As CASA no longer houses the data and does not answer questions in relation to air quality, the groups concurred that this measure is no longer relevant and should be eliminated. As part of the normal communications work completed by CASA, analytics regarding phone inquiries will be tracked, but not reported on. Should CASA receive numerous requests for air quality information, a discussion will be had with AEMERA or AEP as deemed necessary.

## Performance Measure 10: Increase awareness of CASA, CASA projects and CASA's MCP guide

During the last PMRWG meeting, this measure was combined to simplify the distinction between the metrics used in assessing public awareness of CASA, CASA projects and the MCP guide.

It was noted that this particular indicator was a "lagging" measure, meaning that the metric is calculated after the impact has already been made.

The groups concurred that representation among stakeholders should instead be emphasized, reflecting the direction the communications committee was heading following the creation of the communications plan. Performance measure 10 will be changed to measure execution of the communications plan, namely the number of CASA's stakeholders (10.a.), and frequency of contact between CASA's stakeholders (10.b.). Data collection will be undertaken through targeted calls to representatives of these stakeholders. Through focusing on a targeted audience (CASA's stakeholders) and recording specific information through phone surveys, this addresses the leading/lagging nature of this measure.