

# Final Minutes



## *Communications Committee meeting #51*

Date: September 28, 2010

Time: 10:00 a.m. – 3:00 p.m.

Place: CAPP office – 2100, 350 – 7 Ave. SW  
Calgary, AB

### **In attendance:**

**Name**

Ann Baran

Ogho Ikhalo

Rachel Turner

Brian Waddell

Deb Steele

Ruth Yanor

Norman MacLeod

Jean Moses

**Stakeholder group**

Southern Alberta Environmental Group

Alberta Environment

Canadian Association of Petroleum Producers (CAPP)

Alberta Environment

The Lung Association – Alberta & NWT

Mewassin Community Council

CASA

CASA

### **Regrets:**

**Name**

Karen Karbashewski

Tony Hudson

**Stakeholder group**

Alberta Energy

The Lung Association – Alberta & NWT

The meeting convened at 10:04 a.m.. Quorum was achieved. In the absence of the chair, the meeting was co-chaired by Rachel Turner and Brian Waddell.

### **Action Items:**

<b>Action items</b>	<b>Who</b>	<b>Due</b>
40.1: Ask for a committee member from the Oilsands Developers Group	Rachel	Ongoing
51.1 Reformat the 2010 Tactical Communications Plan	Jean	Next meeting
51.2 Draft a 2011 Tactical Communications Plan	Jean	Next meeting
51.3 Report to board about MKLW pilot status	Tony	December
51.4 Check into Facebook and Twitter available stats	Jean	Next meeting
51.5 Send doodle poll for January meeting	Jean	Early November

## 1) Administration

- a. Agenda approved
- b. Minutes of the June 3 #50 meeting approved with corrections
- c. Action items follow-up

Action items	Who	Due
42.5: Present costs and options for new visual identity	Jean	Done; on agenda
50.1 Pass decision and concerns about the stakeholder survey to the Performance Measures Committee	Jean	Done
50.2 Correct typos on Coordination Workshop proposal	Jean	Done
50.3 Contract a consultant for a communications scan.	Jean	Done

## 2) CASA Update

Jean introduced Norm MacLeod, CASA's new Executive Director. Norm outlined his background, his experience with consensus and his goals for CASA.

Jean mentioned that the Vehicle Emissions Team would present its final report at the board meeting on September 30, and will prepare a statement of opportunity in 2011. The Confined Feeding Operations Implementation Review and the CASA and Alberta Airsheds Council Joint Standing Committee teams will present their terms of reference for approval at the same meeting.

## 3) 2011 Strategic Communications Plan

The draft 2011 Strategic Communications Plan, scheduled for presentation to the board in December, was considered. There was some discussion around the difficulty of approving even such a high-level document without supporting tactics.

Norm described CASA as in transition, mentioning that an overall strategic plan for CASA is underway through the Strategic Foresight Committee, with a planned retreat in June. He pointed out that, as a result, the communications plan could require significant changes midway through the year. We need to ask some questions: What do we want to motivate people to do? What action do we want them to take? What messages may be required to do that? What windows of opportunity will there be for us?

Further discussion was about the goals for the communications committee, if not for CASA itself. The broad goals must be consistent with the business plan, but sub-goals address specific communications goals. Because this document will serve for only six to eight months before the committee will likely have to revise it, the team agreed that there should be a sentence within the document to that effect. We need to state that the strategic and tactical plans could change to align with any new strategic directions for CASA.

The team agreed to approve the draft 2011 Strategic Communications Plan with that addition, and a caveat within the presentation to re-visit the plan before 2011 ends.

## 4) Annual Report to the board

Because the communications team makes an annual report to the Board of Directors, normally in December, the 2009 report was provided for reference. In past years, the team has given itself a grade based on how well the tactical goals were met. In a short discussion about achievements, four items were raised:

- (1) CASA participated in Clean Air Day,
- (2) the website was revised,
- (3) the stakeholder satisfaction survey questions were developed, and survey administered, and
- (4) the Coordination Workshop was organized and implemented.

The team agreed that a major problem with the entire exercise was timing, because it's difficult or impossible to assess implementation until the year ends.

In further discussion, the team also agreed that it was difficult to determine a grade for 2010 because there is no clear criteria for making that decision. The team agreed that we need to question why the grade is given. Is it simply an indication of success or what does it mean? If a grade is given, shouldn't it wait until clear criteria for that decision have been developed?

Because the annual report relates to meeting of tactical goals, there was some discussion of the goals identified in the 2010 plan. At that point, the team agreed there was a problem with evaluating before year end and suggested the report to the board be postponed to March.

In line with that suggestion, further discussion focused on the format of the tactical plan. One suggestion was to change the format of both documents and identify what was planned, what was done, and what couldn't be done because of circumstances beyond committee control.

In an attempt to identify some clear deliverables, there was also discussion about media relations, tactics used to track media response, and exactly what the term "public" means to CASA.

**Action item 51.1: Jean will reformat the 2010 tactical plan for use in future discussion.**

**Action item 51.2: Jean will draft a 2011 tactical plan for consideration at the next meeting.**

## 5) Review terms of reference

According to its bylaws, the committee must regularly review its terms of reference. The last revision was in 2006. During the discussion, it became clear that the June 2011 strategic planning session could change priorities for CASA, and thus for the communications committee. The team agreed to leave the terms of reference as is for now, but review it again in late 2011.

## 6) Copyright release

Jean explained that, on occasion, CASA receives a request from someone for draft documents, or research documents used by teams in their work. To date, the request is evaluated on an ad hoc basis, and the question rose about whether there was a need for a formal release policy. If so, one would need to be drafted for approval by the board.

During the discussion about need and validity, a number of points were raised. First, transparency is key to CASA, so anything on our website or referred to in any report, should be available to anyone. If a consultant or anyone else is paid for their work, that work belongs to

CASA and by extension, made available to anyone who wants it. Every team commissioning work or a report needs to be aware that the information can be viewed and/or used by others once it's on our website.

Further, people going to our website should be able to follow the trail of reports and all references cited in CASA reports. The team agreed that copyright is not an issue, and a formal policy isn't needed.

## 7) Visual identity

The visual identity question was again raised, according to the action item postponing discussion to September. Because there were new members on the committee, Jean outlined the problem and rationale for possible change. The document itemizing inherent costs concluded with a recommendation to retain the present logo, but develop a more rectangular, secondary one for use when necessary. In the discussion following, it was pointed out that a new strategic direction might be a good time to make any changes, not now, especially considering costs involved. The team agreed to park the issue until after June's strategic planning meeting.

## 8) Review social media initiative

In further discussion to an ongoing question about the use of social media, the team agreed that social networking is good for some things but that it takes much resourcing. One point was that if the team agrees social networking is a priority, we should consult an expert in that field and devote resources to implement social networking effectively.

Part of the discussion centred around the MKLW recommendation to create a blog devoted to consensus. Jean reported that, as per committee direction, she had asked for interest from stakeholders in contributing to, and managing the pilot blog but received only one response.

Social networking could be a valuable tool for CASA, but given resources available, should perhaps be used only intermittently and tied into existing communities like AEN through our stakeholders and partners.

Others pointed out that social media is by design two-way communications, with rapid response required. All agreed that it is a good tool, but that it should be built into the strategic and tactical communications plan, not just used as an "add-on". Given the nature of CASA, the approval process could also be problematic.

Further the discussion, one member suggested that we do a GAP analysis of social media, considering stats from the past 18 months or so since Facebook and Twitter sites were created. We should incorporate social media into our strategic plan or let it remain relatively dormant as it is now. The team did recognize that it can be a good feedback survey tool, if that directive is provided. Another alternative is to focus on only one vehicle (e.g. Facebook) as part of an overall plan related to strategy and tactics.

**Action item 51.3: Tony will report to the board about status of the MKLW pilot recommendation.**

**Action item 51.4: Jean will check whether stats are available for the existing Facebook and Twitter sites.**

In further conversation, the team explored ways to apply social networking to CASA project teams.

## 9) Coordination Workshop

With the workshop the next day, the subcommittee explained how the paper airplane contest would work, and outlined various work assignments. Because many members of the team were not planning to attend, the subcommittee agreed to “play it by ear” the next day.

## 10) Next steps/Next meeting

Although the committee is obligated to meet only quarterly, they recognized that 2010 had required more frequent meetings. In order to have the communications plans and annual report ready for the March board meeting, the team agreed to meet again in late January, probably in teleconference. The agenda will determine length of the meeting and whether it should be in-person or by teleconference.

**Action item 51.5: Jean will send a doodle poll to determine actual January date.**

## 11) Adjournment

The meeting adjourned early at 1:30 p.m.