

**BCASLPA**  
**Minutes of Provincial Council Meeting**

March 5, 2014  
 19:00 - 20:30  
 Teleconference

**P – Present    A – Absent    R – Regrets    G – Guest    V – Vacant Position**

<b>P</b>	Brent Clayson, President	<b>P</b>	Margaret Anderson, Advocacy Councillor Co-Chair	<b>A</b>	James Burden, GVRD Area Representative
<b>P</b>	Julia Hodder, Vice-President	<b>R</b>	Nathan Hoffart, Advocacy Councilor Co-Chair	<b>P</b>	Pam Waterhouse, Fraser Valley Area Representative
<b>P</b>	Melanie Houston, Past President	<b>P</b>	Liz Zischka, SLP Public Councillor	<b>P</b>	Adele Minto, Kootenay Area Representative
<b>P</b>	Daniel Allen, Treasurer	<b>R</b>	Arlene Sturn, SLP Private Councillor	<b>P</b>	Janette Grant, Thompson/Okanagan Area Representative, Area Services Councillor
<b>P</b>	Kevin Frew, Secretary		VACANT, AUD Public Councillor	<b>P</b>	Laurie Denley, Vancouver/Gulf Islands Area Representative
<b>P</b>	Janet Campbell, Executive Assistant	<b>P</b>	Ryan Kalef, AUD Private Councillor	<b>P</b>	Janine Lebeter, Northern Area Representative
<b>P</b>	Barbara Burnet, CASLPA Representative	<b>P</b>	Kate Chase, Member Services Councillor	<b>P</b>	Sarah Dowling, SLP School Affairs
<b>A</b>	Michael Witten, UBC Student Representative (SLP)	<b>P</b>	Graham Raynor, UBC Student Representative (Aud)		

AGENDA ITEM	DISCUSSION	ACTION
<b>1. CALL TO ORDER</b>		<b>Meeting called to order at 19:00.</b>
<b>2. OPENING REMARKS FROM CHAIR</b>		
<b>3. APPROVAL OF AGENDA</b>	Additions: 5. IV. Communication Cart Advocacy Event (Julia) 5. V. Social Media Conference 6. a) SAC Audiology Webcast (Brent) 7. b) speechpathology.com (Liz) 9. a) Autism Treatment Across the Province	<b>Melanie moved to approve the agenda, with additions. Janette seconded. Carried.</b>

<p><b>4. APPROVAL OF THE CONSENT AGENDA</b></p>	<p>a) Approval of Minutes of February 5, 2014 PC Meeting</p> <p>b) Vice-President's Report</p> <p>c) Advocacy Report</p> <p>d) SAC Director's Report</p> <p>e) Vancouver Island and Gulf Island Area Rep Report</p> <p>f) Kootenays Area Rep Report</p> <p>g) Northern Area Rep Report</p>	<p><b>Barb moved to approve the consent agenda. Liz seconded. Carried.</b></p>
<p><b>5. ADVOCACY</b></p>	<p>I. <b>Website Update</b> Margaret noted copy has been sent out to PC members for review; waiting for all responses to come in. If responses not received, this will be interpreted as tacit approval of content. Target of sending copy by March 14th to EC for final approval, then to coder to be put online.</p> <p>II. <b>Bus Ads</b> Margaret shared Zoe's suggestion that advocacy efforts be focused on Facebook ads rather than bus ads due to larger audience and increased ability to target specific demographics. PC members raised concerns about target demographic not being Facebook users. Some concerns alleviated by statistics provided re: growth of older users.</p>	<p><b>Advocacy Committee to discuss further; Margaret to initiate email vote prior to next PC meeting for approval of copy, funding for ads as necessary.</b></p>

<p><b>5. ADVOCACY (continued)</b></p>	<p><b>III. Communications Proposal from ZG Communications</b></p> <p>PC discussed which activities from Zoe's proposal were priorities given her expertise and our goals as discussed at strategic planning meeting:</p> <ol style="list-style-type: none"> <li>1. Promotional Materials (Trifold brochure re: Qs to ask SLPs/AUDs, Did You Know? Campaign, Vibrations)</li> <li>2. May Month (Media Relations Campaign, Ads, Event Attendance and Promotional Swag)</li> <li>3. Media Relations (Current Affairs as needed)</li> <li>4. Advocacy Efforts (no support from Zoe at this time)</li> <li>5. Annual Conference (1:1 Marketing Sessions)</li> <li>6. Events and Promotions (WORD Vancouver &amp; one other event this year)</li> </ol> <p>A rough budget was discussed with these activities in mind. BCASLPA will contract Zoe for these specific tasks and consult her for contingency support on a case by case basis as necessary rather than a monthly retainer.</p> <p><b>IV. Communication Cart</b></p> <p>Julia introduced idea from UK Communication Trust of an advocacy campaign built around communication at the grocery store. Dubbed "Trolley Talk" in the UK, she suggested an adaptation to "Communication Cart". One-day campaign held at grocery stores throughout province allows for education re: language enrichment for children and education re: communicative supports in the public sphere. PC Members were supportive of the idea but questioned whether it may be a large enough endeavour to warrant planning for next year.</p> <p><b>V. Social Media Conference</b></p> <p>Janet suggested BCASLPA cover Sarah Frumento's registration costs for Social Media Camp 2014 given all the work she is doing for BCASLPA's social media communications. Janet noted PC members went last year and gained a lot. Kevin expressed support but also concern that social media role gaining overall importance in BCASLPA's communications and perhaps we should be sending other members to camp and exploring a more formal role / structure for work Sarah is completing. Julia suggested a separate Social Media Committee. Margaret noted this committee would still need to work very closely with Advocacy Committee.</p>	<p><b>Melanie moved to approve a \$15,000 budget for ZG Communications support per activities outlined. Liz seconded. Carried.</b></p> <p><b>Margaret to present idea to Advocacy Committee and refer to Julia for further info.</b></p> <p><b>Kevin moved to cover registration cost for SMC 2014 for Sarah. Julia seconded. Carried.</b></p> <p><b>Kevin moved to cover Janet's registration for SMC 2014, accommodation, and a per diem for costs incurred beyond budgeted \$500 professional development amount. Melanie seconded. Carried.</b></p> <p><b>Janet to approach Sarah re: interest in chairing Social Media Committee.</b></p>
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<p><b>6. MEMBERSHIP</b></p>	<p><b>a) Vibrations Format Changes</b> Janet reported that new newsletter was to be designed in MailChimp but could not accommodate length/size of articles. Now Zoe is using InDesign to create the newsletter with increased depth and length of content and more visually appealing design. Janet noted that new format will be able to accommodate any size of ad desired (with a 50% discount available for members).</p> <p><b>b) SAC Audiology Webcast</b> Brent contacted SAC re: providing our members a webcast of the audiology speaker at 50<sup>th</sup> Anniversary Conference. He noted the cost to BCASLPA would be \$3000 allowing all our audiology members free access. PC members were happy with this solution to lack of audiology stream at this year's BCASLPA conference as it provides members with high quality education, highlights joint membership. Barb noted sponsorship will be mentioned by SAC in some form during the conference.</p>	<p>Janet will provide selection of feedback from members re: new format at next PC meeting.</p> <p>Janet will draft policy re: ad sizes and costs for review at next PC meeting.</p> <p>Melanie moved to purchase audiology webinar from SAC at cost of \$3000. Margaret seconded. Carried.</p>
<p><b>7. PROFESSIONAL LEARNING COMMUNITIES</b></p>	<p><b>a) Conference 2014 Update</b> Janet reported that full slate is now planned. Presentation schedule is being optimized to ensure least amount of overlap. PC members wondered if word is getting out to membership re: reduced cost and quality of this year's conference.</p> <p><b>b) speechpathology.com / audiologyonline.com</b> Liz noted that Interior Health previously funded yearly access for employees. As this was being taken away with funding cuts, they had been offered a special annual rate of \$89 (cheaper than rate currently offered to BCASLPA members).</p>	<p>Area reps to highlight conference in email blast.</p> <p>Liz to send details of offer to Janet who will approach speechpathology.com for renegotiated member benefit.</p>
<p><b>8. OPERATIONAL</b></p>	<p><b>a) Vision / Mission</b> Margaret noted she has received one revised vision statement and 3 proposed mission statements for PC to review.</p> <p><b>b) Policy Review</b> Ongoing.</p>	<p>Janet to forward revised statements to PC by email for feedback. Discussion and vote to be held electronically prior to next PC meeting as necessary for website timelines.</p> <p>PC members encouraged to send changes to Julia.</p>

<p><b>9. OTHER BUSINESS</b></p>	<p><b>a) Public Service Autism Treatment Services</b>  Liz shared that she sits on provincial preschool council who was recently discussing inconsistencies in service delivery, availability of services, etc. Kate noted involvement in her UBC study may be best way to gather these concerns.</p> <p><b>Next Meeting - April 2, 2014 19:00</b></p>	
<p><b>10. ADJOURNMENT</b></p>		<p><b>Meeting adjourned at 20:39.</b></p>