



Provincial Council Meeting September 12, 2017

PC Members

P	Kate Chase, President	P	Shelley Doerksen, Dir. Prof Ed	P	Erica Tolman, Fraser Valley Rep
P	Sherri Zelazny, Vice-President	P	Megan MacKay, Dir. SLP Private	P	Lisa Tremblay, Kootenays Rep
P	Camille Traverse, Treasurer	P	Charmaine Francis, Dir. Early Int'n	P	Megan Young, North Rep
	Vacant, Past Pres.	P	Tassani Hoskyn, Dir. SLP Adult	P	Michelle Bunney, Thompson/Ok
R	Susan Edwards, Secretary	P	Pam Waterhouse, Dir. Schools	P	Tracy Parker, Islands Rep
P	Janet Campbell, Operations	A	Rahim Ghanbari, Dir, AUD Private	A	Students: M Choi
P	Becca Yu, Dir. Public Ed		Dir, AUD Public (Vacant)		Guests: Zoe Grams, Andrea Bull
P	Kate Wishart, Dir. Social Media	R	Rachel Kennedy, GVRD Rep		P-Present; A-Absent; R-Regrets

I

Open Meeting

SPOTLIGHT:

1. Call to Order	Kate Chase called meeting to order at: 7:04 pm
2. Welcome from the Chair	
3. Approval of Agenda: Additions to Agenda?	Motion: Megan Young Seconded: Kate Wishart
4. Approval of Minutes	Minutes of June 6, 2017 Motion: Tracy Parker Seconded: Camille Traverse
5. Approval of Consent Agenda (all attached):	Income Statement (will be available in October)
	PC Reports Submitted: President ; Vice-President; Director Social Media; Director Private Practice; Fraser Valley Rep; North Rep; Kootenays Rep; GVRD Rep, Vancouver Island & Gulf Islands Rep, Director Professional Education; Director Public Education Motion: Camille Traverse Seconded: Sherri Zelazny

II	Agenda Item/Topic	Discussion	Action
6. Operational	a) Rebranding Update	Zoe Grams present for update. Established new name. ZG has been working with designer. Important to be accurate with development of logo. Review of questions provided by Zoe: extensive discussion – notes attached at end of minutes.	Zoe will send tonight's notes to the designer tonight to get started. Zoe will send survey for unanswered questions tonight (in consideration of time) Zoe will send logo samples to review for ideas
	b) Bylaws' Revisions	Several Bylaw changes have been recommended by lawyer, Martha Rans. Most are to be in compliance with Society's Act Some moved out of Bylaw into policy. Most substantive is the change to the President's term, VP, and Past President RX from Martha – Vote to rescind current by-laws and vote in new and updated set of Bylaws.	Janet to distribute to members by September 19 at the latest, likely the end of this week.
	c) PC Vacancies for 2017 AGM	<p>All set Megan Young – Northern Rep Susan Edwards – Secretary Rachel Kennedy – GVRD Lisa Tremblay – Kootenays Kate W – Social Media</p> <p>Recruitment Ideas <u>Early Intervention</u> Tamara Lister – Sarah Frumento Elizabeth St Jacques <u>Director of Public Audiology</u> Marianne McCormick <u>Director of Adult Services</u> Ramanjit Bains Tara Chen</p>	<p>Andrea to put feelers out for Public Aud</p> <p>Tass to talk to Ramanjit Becca to talk to Tara</p> <p>Kate to talk to EI candidates and public Aud</p>

	d) Draft Guidelines for BCASLPA Participation in External Events e.g. HSA, Conferences, RCMP Health Forum	Becca and Advocacy committee generated criteria Review could be survey monkey to eliminate paper responses and easy to send to volunteers Include volunteers with library tables	Please send any feedback to Becca for final draft.
	e) Pediatric Therapy Recruitment and Retention Grant and Advisory Committee – who should sit on this? (See attached documents)	Physiotherapy received a grant for pediatric therapy recruitment and retention >100K. They have developed a plan and are looking for BCASLPA participation in the advisory committee. Need a volunteer who can represent BCASLPA work on goals of grant. Includes marketing videos for each profession, PT, OT and SLP. One more phone conference, and then rep to work as a consultant.	Tracy P volunteered to explore and participate in phone call next week.
7. Public Education	a) Update	Next 2 campaigns – Hearing (by end of year), Stroke (beginning of 2018) Public website evaluation survey completed 2 letters for member advocacy Advocacy webinar – build relationships with government so come to BCASLPA as experts, take advantage of opportunities to thank government when mentions items related to SLP and Aud.	Social media support to let members know about letters
	b) Audiology Committee Project on Provincial Funding Model	Andrea – received response from Innoweave – project has been funded.	Congratulations Andrea! Andrea waiting to hear about next steps.
	c) WorkSafe Health/Wellness Employee Fair Nov 2 BCASLPA Exhibit Table: requested hearing screenings	Andrea – has not received any responses re availability for screenings No response yet from Rahim re staffing exhibit table. Need portable equipment Idea – Audiology students (UBC has equipment and supervisors)	
8. Member Services	a) BCASLPA Award Nominations	Pam and group nominating Nicky Waite All other awards have nominations.	Pam to have nomination in by Friday
	b) Inquiry from member re inadequate work time to perform assessments and treatments to level required by the CSHHPBC	Group looking for support from Labour lawyer opinion regarding inadequate work time and CSHHPBC requirements.	BCASLPA to talk to introduce topic to College for initial discussions. (Sherri and Kate) RX writer send CSHHPBC bylaw to employer

9. Prof Education	a) 2017 Conference Update	Janet update - everything on track 110 registrants to date 17 exhibitors	
	b) 2018 Conference Update	Committee has been meeting Subcommittee meeting for speakers and topics Possible presenters being contacted Theme neuroplasticity MD keynote speaker Would like MLA or Cabinet minister to speak – maybe award ceremony?	
10. Other Business	a) Next Meeting October 22 after BCASLPA Conference	This meeting will be early morning ~8:00 am	
11. Adjourn	Meeting adjourned at:	8:36 pm	

Rebranding Discussion with Zoe PC Call 12 September 2017

What is your goal for the rebrand?

- To make our services visible and accessible to the public. To create a professional interface with the public and other professionals. To declare our scope of practice.
- To modernize and “grow-up”
- Make brand more mature – re design
- More succinct and easy to explain to the public
- Facilitate our more public facing work
- Wow factor, bold, capture people’s attention – distinctive, eye catching, not necessarily bold in colour
- Something befitting the profession
- Trustworthy, legitimate

Zoe – will send logos to look at and colour spectrum

What colours define your brand? Should your colours be warm or cool? Muted or bold?

- Communication effects more than you think posters were very popular – colours were quite different from other BCASLPA items. Zoe – could have been the human element of the posters, not necessarily the colours
- Colours with depth
- Do not want trendy colours that “date” fast – “2017” colours
- Bold blues, blacks, greys with or without a bright contrast colour, even if it’s a brighter blue than the main mid-deep blue.
- Here’s a great, modern website: <http://www.sayitslp.com>
- I do not like the current web palette. Some of our clients are children but we are not. Many people, especially women, like Pinterest but I don’t think our professional page should look this way. It is visually busy and I think it’s unprofessional and embarrassing to direct other professionals or clients looking for services to the current website. I often think of our Audiology members who are even more medically-oriented than most SLPs and how they view it.
- Here is the site for the CAA <https://canadianaudiology.ca>, boring but “professional” looking.
- The College Website is similar <http://www.cshhpb.org>. I prefer it.

What type of imagery conveys the overall mood and feeling of your brand?

- Strong, educated, professional, energetic, flowing, person-centered
- Human images
- Circular
- Sound waves
- More abstract type of logo maybe

Zoe – logos do date and the goal would be long term but likely need updates every 5 years or so.

- Lifespan reference – large scope – maybe a backdrop for the logo

Zoe – need to be careful about the logo being too complex

- Young child whispering into an elderly person's ear – speech and hearing combined

Are there any patterns or shapes that "speak" to you visually?

- 3-D flowing swooping forms, speech bubbles of different shapes and sizes, sine waves/round vs. angular shapes

What quotes describe or inspire your business? - send in survey

- Building bridges to better communication
- Communicating is Connecting
- Participating more fully in life

Are there any logos (or other relevant imagery) you admire?

Zoe to send samples to look at

- I like the College of Speech and Hearing Health Professionals of BC logo.
- <http://www.complex.com/style/2013/03/the-50-most-iconic-brand-logos-of-all-time/nike>
- Things I notice in the evolution of brand logos:
 - established brands drop their names/ initials over the years
 - many brands' logos have become 3D (e.g., AT&T, VW)
 - most brands have round lines vs. straight or angular lines
 - many people are trending to black and white right now

What do you find most inspirational about your business?

- Our professional skills being utilized to effect change in patients'/clients' lives. Not just ability to speak or hear. Ability to participate in meals, community, relationships because they can swallow, hear in noise, communicate by whatever means...

What values drive your business?

- Energetic, ethical professionals working with the public and ongoing education to maintain excellent, client-centered services

Words associated with brand:

- Communication
- Connection
- Health
- *Tone*
- Friendly
- Open
- Professional
- Approachable
- Perfect blend of professional and open
- Empathy
- Healing