



Speech and Hearing BC

**Provincial Council Meeting Minutes
October 27, 2019**

1. Call to Order: 8:21 am
2. Welcome/Intro from the Chair Staci Cooper (President)
3. Approval of Agenda Motion: Megan M. Second: Lynn P.(carried)
4. Approval of Minutes of September 10, 2019 Motion: Janet G. Second: Sherri Z. (carried)
5. No Consent Agenda this meeting
6. Orientation
 - a) Introductions, discussion of roles and goals
 - b) Responsibilities-reporting prior to each meeting to go into the Consent Agenda; Directors-committees; Area Reps-use area funds to engage members in the community (e.g., professional education, meet and greet, collaborate as Area Reps) Re: Member engagement based on multiple networks formed through intentional communication of Directors to their focus group. Public Education/Social Media gather the ideas of other Directors and promote/advocate to actively engage members.
7. PC Meeting Dates
Teleconference (7-9pm) December 3, 2019; January 31 In-person meeting from 6-9pm/
February 1, 2020 8am-4pm Strategic Planning; April 7, 2020; June 2, 2020; September 15,
2020, PC Orientation Meeting October 25, 2020 (8-12pm) **Action: Staci to set EC meetings**
one week ahead of time (historically on the Wednesday before the PC meeting date).
8. Project Action Items from Previous Meeting
Affiliate (Research and draft a proposal) Sherri Action: move forward
Speakers Compensation. **Action: Chelsea and Janet to review with Conference Committee**
Potential Contract Position. **Action: Staci to consult with Megan**
9. Operational: Directors to be mindful of requests to Operations Manager Janet and to expect enquiries from Members to be forwarded from the Office for action. **Action: All PC**
10. Public Education
 - A. Advocacy initiatives
 - i. Follow-up with MLAs who attended conference. Maintain positive connections and amplify messaging. Strategic message of Speech and Hearing BC provided ahead of time. Clear network and communication preparation with Directors and MLAs for

- next year. Thank you note for attending, restate goals, invite to submit a message to Vibrations prior to the conference, invite for next year to give an update on progress that the government has made on Mission/Strategic Goals. **Action: Becca Yu/Sherri**
- ii. Connections between Directors of Social Media and Public Education, and all Directors' initiatives. Becca Yu (Public Education) will be the primary contact point with Christian von Donat of Impact Public Relations and will connect with key Directors re: Mission/Strategic Goals
- iii. Follow-up with Andrea Bull re: hearing aid initiative and getting other stakeholders such as DHH Association involved. **Action: Sherri**
- B. Government of BC Consultation Process: provincial accessibility legislation until November 29th, 2019 discussed. PC encouraged to complete survey to highlight communication accessibility issues. **Action: All Directors and Area Reps**

11. Social Media

- A. Purpose of the Speech and Hearing BC Social Media Site-both Membership and Public. (i.e., Your association is working for you in this way.)
- B. Committee for posting, target audiences, platforms that spread the message to multiple social media sites, suggestion to tag or colour code posts, make it easy for parent/client/patient constituents to "Add Your Voice"
- C. Discussed motion to investigate options for professional education for Pam Waterhouse, Director Social Media to support and update skills. Motion: (Sherri Z.) Second: (Janet G.)
- D. Explore social media pages, get an idea of how they are being used, how to increase followers, multiple accounts targeted to different audiences, bring ideas to next meeting to share. **Action: All Directors**
- E. How to Document re: sharing a link with Pam. **Action: Staci and Pam**

12. PCA Update

Discussed future of PCA Mission. We value the connection that the PCA can provide however we would like to see the development of agendas related to association-based strategies to share information about key issues such as advocacy, etc. Clarity of the role of the PCA needed re: delegating resources of personnel time. Next meeting Nov. 4, 2019.
Action: Pam W

13. Professional Education

- A. 2019 Conference Debriefing **Action: Share with Conference Committee**
 - i. Excellent Conference Committee leadership
 - ii. Positive vendor feedback, encourage vendors to attend sessions, consider thank you notes to the exhibitors
 - iii. Forum presentation format-Private Practice and School feedback was very positive but rushed timing for Friday evening event.
 - iv. Increase Social Media presence and plan needed with how to cards, guest hosts, social media cards with tags, hashtags, contest re: articles or posts "What Did You Learn?", "Monday Takeaway", photobooth frame
 - v. Dedicated photographer (e.g., student, social media or public education committee member, etc.)

- vi. Conference App: **Action: send feedback to Janet by November 4th, 2019**
 - vii. Send email to all registrants to go into the app and sign in to events you attended.
 - viii. Janet will send out Survey Monkey for conference.
 - ix. Wellness packages appreciated
 - x. Put snacks/menus on schedule
 - xi. Consider Speech and Hearing BC Bursaries for future conferences
 - xii. Size of group at lunch on Friday vs. Saturday and optics for visiting guests.
 - xiii. Trivia contest from SASS luncheon was a success
 - xiv. Advertising links: BCTF, Washington/Oregon State and Alberta Associations
 - xv. Vibrations Deadline for December November 8th, 2019, Janet G. to liaise with Alyssa D re conference.
- B. Telehealth Special Interest Group Update: Document Released. Completed.
- C. 2020 Conference Update Janet G. second meeting November 5, 2019 to identify a theme (Inclusion/ Communication Access) and speakers; recruiting people for the streams, advanced level talks, research stream, increase member presentations with invited expert presentations, selfie photo booth with social media links, speech/thought bubbles. **Action: Staci, Emily B. and Susan to review conference manual for efficiencies/outsourcing opportunities**

Meeting Adjourned: 12:04 Motion: Sherri Z.

*Respectfully submitted by Susan Edwards, RSLP 850
Secretary*