



Inaugural Communications Advisory Committee Meeting
Thursday July 17, 2019 | 5:30 p.m. to 7:30 p.m.
CAPE HQ, 100 Queen Street, 4th floor, Ottawa

Meeting Minutes

Present: G. Gosselin, N. Giannakoulis, A. Picotte, E. Hailu, G. Tulusso, S. Gan, M. Mohammed, S. Rehman, J. Baker-Mutch and N. Bois

CAPE Staff: G. Phillips (President) K. Thériault (Director of Communications), S. Ndayishimiye (Communications Specialist) and P. O'Reilly (Communications Project Coordinator)

Apologies: S. Rahman, L. Patrick, J. Burns, J. Lafontaine, G. Kopytko, A. Keisman, J. Gupta and K. Ahn

1. Call to Order/Agenda

The meeting was called to order at 5:50 pm. The agenda was not implemented at this inaugural meeting in order to foster more discussion and allow the members to communicate their expectations and aspirations for the committee.

2. Introduction Round

CAPE President Greg Phillips addressed the committee and outlined his plans to improve CAPE's overall communications; hiring a director of communications in 2018 was the first step and this year, moving forward with a new website and developing a suite of communications tools and products to better meet members' needs, wants and expectations. Mr. Phillips also stressed the need to better engage the membership generally.

3. Committee Mandate Overview: CAPE President

Mr. Phillips confirmed that the committee will act as a consultative body. As with the agenda, it was proposed to review the committee's mandate at the next meeting in September.

4. Hopes and Aspirations: Roundtable Discussion

Volunteers shared their background, hopes and aspirations for the committee. The following is a recap of their comments.

A. Picotte: Would like to see the communications team produce items that have practical and useful information. Members sometimes feel they are not informed. CAPE should have an "active" website as opposed to "passive". Push information to members and make more of an effort to understand how the membership thinks.

E. Hailu: Show success stories of CAPE and its members. Actively working to defend member rights and what they're entitled too. Engage and encourage member participation.

M. Mohammed: CAPE must employ *knowledge translation* in order to better communicate with the membership. Also noted that CAPE has a fragmented membership and that customized messaging and assertive strategies should be employed. In order to be perceived as authoritative, CAPE must have a value proposition. A reason for members to seek out information and develop a long-term relationship with the membership. Be more pervasive in engaging members.

S. Rehman: CAPE should have a more active presence on social media and insure that new website is user friendly. CAPE should also give more support for locals regarding HR issues, management issues. CAPE should also engage members in social activities.

J. Baker-Mutch: CAPE should do more for the new members as they often have no knowledge of what unions do.

N. Bois: a) How can we help locals communicate better? Not all members communicate as they may have to use the employer's servers; b) CAPE should better explain labour relations' "gray areas" to members. Give information products to members.

G. Gosselin: Need to improve website. Information is hard to find and gives the impression that CAPE is "hiding" information. Also, explain the grievance process. Perhaps a pamphlet (EX: Grievances in 10 steps)

S. Gan: Look at membership as whole. Unions can bring value to members regarding to rights and challenges in the work place. Communicate more on Facebook and Twitter.

it is important to solicit feedback from members. If there are recent survey results, they could be made available to us. This would help us guide our work.

N. Giannakoulis: CAPE should develop better methods for mobilization and education. Advanced communications modules on the website. Do more for local engagement as members often feel there is a disconnect.

Further discussions amongst members of the committee revealed that members would like to see more engagement from CAPE such as with;

- More done for steward training;
- Local leader's training, for example how to deal with management;
- Customized emails for specific regions or locals;
- Intranet or member portal; better member engagement;
- Empowering locals/members;
- Find ways to connect with Rand members (non-registered members);
- Promote and position CAPE; clearer value proposition, authoritative;

5. Committee's Structure and Management: Roles and Responsibilities

Item 5 was not dealt with in order to continue the round table discussion.

6. Review and Approval: Committee Terms of Reference

Item 6 was not dealt with in order to continue round table discussion.

7. Brainstorming Session

See item 1 in meeting minutes.

8. Miscellaneous

See item 1 in meeting minutes.

9. Next Meeting

A doodle poll will be sent out to members for next meeting in August or September. Tentative date, August 28th, 2019.

10. Adjournment

Meeting adjourned at 7:35 pm.

Annexes

From whiteboard notes taken by Director of Communications, organized by themes, in no specific order.

1. Locals

- Empowering locals *(registered/non registered)
- Should help promote/position CAPE
- CAPE must be present in the lives of members before they need us – locals can help spread the word
- Locals are ambassadors, other volunteers can be as well
- Locals should emulate Stats Can, which is the golden standard for member engagement
- Regional locals are at a disadvantage
- Limited resources - where do members see value?
- Big successes shows value; must report, amplify them
- Rand: a major issue to tackle and a big responsibility for locals is to recruit them, keep count of percentage of Rand members
- Local presidents want direct ways to engage members
- Existing HQ comms support and extent of it not known well enough - should be communicated to locals

2. Communications

- Communications is broad and includes: member engagement & outreach, advocacy and government relations (GR); brand and reputation management, media outreach, crisis management, knowledge management
- Limited resources are a big issue and why we need to carefully prioritize comms projects; limits on funds and hands to take them on
- We need a CAPE and Union 101 PPT – could borrow from others (PIPSC)
- Products: keep them short -people don't want to read too much
- Social media strategy – different demographics- different channels
- Recent initiatives: how members want to receive communications must be researched
- Communications at CAPE have not evolved – need to catch up
- Go directly to members – emails and in-person
- IT platforms - need to modernize ways and tools
- “If I only knew” – empowering members before they need us is essential
- What type of member am I? confusion between Rand and registered members, more information needed – members' toolkit
- Adapt Coms to target audience
- “How to”- brief for members needed
- Essentials not available or not easy to find
- Transparency - not optimal

3. Brand & Value Proposition

- What's our brand?
- Social justice? What are we about?
- Lack of clarity on value proposition, we need one
- Initial contact – weak- some members don't know what services they can get
- Members rights/privileges benefits not known
- CAPE must be seen as an authority on labour issues
- CAPE dues are low, but then some members think CAPE is useless, has no power, no influence, no value
- Member apathy is often caused by negative perception
- Success stories must be shared – testimonials needed
- Not sharing (info) on negotiations – we need to explain why, hurts the brand not to be transparent
- There is a risk in providing a certain type of info, could be sued over wrong info about sensitive matter
- Knowledge translation / transfer, education needs to become part of the value proposition

4. Rands

- Engagement strategy needed
- Outreach strategy needed
- Rands not getting communications from locals – should not set contact info without permission- consent needed – could add checkboxes to registration of Rands: "I want to receive info: a) from CAPE, b) from local"

5. Steward Training

- Steward training: part of value proposition
- Focus on biggest bang for the buck
- Motivate people
- Not possible to satisfy everyone
- Sparse but useful communications ok; offer option; to subscribe to newsletter
- Emails/bulletin board in departments should be used more
- Put members front and centre
- Membership registration - consent question could be added

6. Members

- Fear of stigma "guilty by association"
- Looking at the membership as a whole- convince members that CAPE provides value

7. Needed

- Better website
- Locals empowerment strategy
- Rand recruitment strategy