

Regional Communications Committee Comité régional des Communications



Minutes

July 8, 2009, 7:30 a.m.

Present:

Louise Patrice

Daniel Charron

Jean-Pierre Ouellet

Larry Rousseau

Douglas Marshall

Pierre Lebel, PSAC

1- Adoption of the agenda

The agenda was adopted.

2- Regional communication plan

Using the example of the Government Services Union communication plan, the Committee will develop a communication plan for the National Capital Region.

It was agreed that the plan would include quantifiable results and objectives.

3- Committee budget

It was agreed that Jean-Pierre will speak with the treasurer of the region to determine the resources the Committee needs to operate and to determine the budget that will be needed.

4- Committee mandate

As agreed at the last meeting, the discussion on the Committee's mandate is under way.

It was agreed that the mandate includes revamping the Web site, improving direct communication with members and providing communications-related support to the various structural components in the region at the components' request.

Pierre Lebel informed the Committee that the Education Committee is already seeking the expertise of the Communications Committee on the subject of bullying. The request will be e-mailed to the Committee members for discussion at the next meeting.

5- Regional communication plan

The Committee is developing the foundation of a regional communication plan. Jean-Pierre will draft it up and submit it to the Committee for approval.

The plan submitted for approval is Appendix A in these minutes.

6- Regional Web site

Pierre Lebel indicated that site development is ongoing.

7 – Next meeting

Wednesday, August 26, 2009, 7:30 p.m., at the Barbe Restaurant, 122 Eddy Street, Gatineau.

8 – Meeting adjourns

Since no items remained on the agenda, the meeting was adjourned.

Appendix A

National Capital Region Communication Plan

Intent

To perform the mandate of the Regional Communications Committee

Background

- It has been noted that most members have become largely apathetic to major union issues, with the exception of their immediate financial interests.
- It is difficult to mobilize members, regardless of the seriousness of the issues that necessitate union solidarity.
- Social marketing vehicles such as Facebook, YouTube, Twitter, etc., are underutilized when it comes to union communications

Objectives

- To mobilize members
- To ensure two-way communications with members
- To establish PSAC's presence in the region.

Target audiences

- PSAC members and elected officials in the NCR
- The general public

Key messages

- You are the union
- Your union does give you the power to help yourselves
- Our mobilization is intended to protect our gains and our rights

Process under consideration

- Revamp and update the Web on a continuous basis
- Promote two-way communication
- Emphasize direct communication with members
- Update membership lists of locals

Communication opportunities

- Seasonal events (BBQ, corn roasts, etc.)
- Collective bargaining and labour conflicts
- Thematic campaigns and days (human rights, etc)
- Support to committees

Results sought

- Notable improvement of the Web site, continuous updating and relevant content
- Timely, two-way communications with members in real time

Tools

- List of locals' executives
- Unionware
- Media
- Web