

# EXECUTIVE REPORT

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## **EXECUTIVE SUMMARY:**

The main role of the VP Communications is fostering lasting connections within the CFMS as well as to our members through our CFMS representatives. Much of this involves supporting committees, reps and other executives in their activities. In addition, the CFMS continues to be an active voice on important medical bodies, as well as in the media. Each year the VP Communications acts as the first point of contact for media relations and connects the appropriate executive with interview opportunities.

The main projects for the VP Comm were Lobby Day (with VP Government Affairs), maintenance, expansion and bilingualism of the CFMS website (with IT and Quebec Regional Representative), increased outreach to student members through our growing social media following (with Social Media Committee), overseeing the new Media Engagement Committee and helping to formulate their terms of reference, as well as editing and distributing the 2014 CFMS Annual Review. It has been very rewarding working with so many of the executive and members on these and other projects.

## **DESCRIPTION OF POSITION:**

From the CFMS bylaws:

*The Vice President of Communications shall appropriately publicize the activities of the Federation and facilitate communications within the Federation.*

The VP Communications is responsible for coordinating communications within the CFMS, as well as developing and expressing CFMS messaging to external bodies and stakeholders. This is a fairly broad mandate, and it manifests in multiple ways that can be organized into two categories.

First, the VP Communications is responsible for Internal Communications, and serves as the primary contact point for Canadian medical students. CFMS members are kept in the loop through our biweekly *Rep Communiqués*, as well as through updates to our website and social media. The VP Comm serves as co-editor of our publication, the *Annual Review*, and is responsible for tasks, such as recording meeting minutes.

Second, the VP Communications is responsible for External Communications. All media contact is directed through the VP Comm, and daily media monitoring constitutes a significant portion of the role. Press releases are drafted by the VP Comm, following consultation with the Executive and other relevant groups.

Much of the VP Communications' tasks are carried out in conjunction with other

members of the Executive (e.g. the VP Advocacy and Lobby Day), CFMS Officers (e.g. our IT Officers), and our committees (e.g. the Social Media Committee).

## **ACTIVITIES**

### **Meetings Attended**

Sept 20-22 2013	Annual General Meeting 2013	Vancouver BC
Oct 18-20 2013	CFMS Fall Executive Meeting	Ottawa ON
Nov 10 2013	Social Media Committee Meeting	T/C
Nov 30 2013	CFMS Executive Teleconference	T/C
Dec 2 2013	Annual Review Teleconference	T/C
Dec 3 2013	CFMS Reps Teleconference	T/C
Dec 16 2013	CFMS Executive Teleconference	T/C
Dec 2013	Media Engagement Committee Meeting	T/C
Jan 10-12 2014	CFMS Winter Executive Meeting	Toronto ON
Jan 13 2014	Social Media Committee Meeting	T/C
Jan 14 2014	CFMS AGM Discussion	T/C
Jan 16 2014	Media Engagement Committee Meeting	T/C
Jan 16 2014	CFMS Executive Teleconference	T/C
Feb 2-3 2014	CFMS National Lobby Day	Ottawa ON
Feb 12 2014	Annual Review Teleconference	T/C
Feb 23 2014	Annual Review Teleconference	T/C
March 15 2014	CFMS Reps Teleconference	T/C
March 18 2014	CFMS Executive Teleconference	T/C
March 20 2014	CFMS Branding Project Meeting	T/C
March 26 2014	Society of Rural Physicians of Canada	Banff AB
March 28 2014	CFMS Executive Discussion	T/C
April 2014	Media Engagement Committee Meeting	T/C
April 2014	Social Media Committee Meeting	T/C
April 25-27 2014	CFMS Spring General Meeting 2014	Ottawa ON
April 27 2014	MCC Discussions	Ottawa ON

### **Portfolio Updates**

#### **CFMS Website and Bilingualism**

The CFMS website continues to be maintained and built upon by our IT team – Senior Zachery Hynes and Junior Franco Dattilo. More information on big website changes can be found in our IT SGM Report.

VP Communications has been working with our Quebec Regional Rep to explore the bilingualisation of CFMS website content. We have succeeded in translating the majority of our website content and our IT Officers have been diligently working to set up the new French half of the website. This has proved to be a very large project and

will continue to require significant maintenance and review. Please see the IT report and Quebec Regional Rep report for further details.

There are many other additions to be found on our website. If you haven't already, check out the new [www.cfms.org](http://www.cfms.org) and see for yourself! Our website is also accessible on mobile phones and tablets, so there's no excuse not to visit and register!

### CFMS Annual Review

The *Annual Review* is another large project within the VP Communications portfolio. This annual publication features updates, opinion pieces, experiences, and creative works from medical students and CFMS alumni from across the country. It is distributed to our members, to the Deans of Canadian medical schools, and to all the major medical organizations throughout Canada.

The 2014 *Annual Review* will be printed and distributed to students at our member schools and will be available online at [www.cfms.org](http://www.cfms.org) following our Spring General Meeting in Ottawa. Our feature interview highlights Dr. James Talbot, Chief Medical Officer of Health for the province of Alberta. He discusses the importance of public health and prevention in the health of Canadians, and the role of medical students in this area of medicine. Thank you to our Annual Review Editor, Yin Hui, our General Manager, Rosemary, and the editorial staff at the Canadian Medical Association for making this publication a reality! We could not do it without your hard work.

### Member Relations

The *Rep Communiqués* remain a key component of our communications strategy. Each Communiqué consists of short updates that fill students in on what's happening at the CFMS, as well as provide information about exciting opportunities for internships, publications, scholarships and more. They are sent every second week to all CFMS Reps, who are responsible for distribution at their respective schools. They are also posted for registered members only on the CFMS website.

Feedback from our CFMS representatives is essential to maintaining relationships with medical students across the country. For this reason, we've worked to increase feedback through dedicated rep sessions at our general meetings, and hosting rep teleconferences.

The VP Communications is a point of contact not only for the reps and presidents, but also for the general medical student population. Don't hesitate to contact the VP Communications if you've got a question about the CFMS, if you want to get involved, or if you'd like to submit something for our Communiqué or Annual Review!

### Social Media

Our Social Media Committee continues to grow and has representatives from medical schools across the country. They are tasked with keeping Facebook and Twitter going strong. These outlets serve as new ways to engage members who might not otherwise seek us out. In addition to posting news items and updates, we try to engage students in discussion and establish bidirectional communication.

We currently have approximately 1,565 Facebook “likes” and 2,541 Twitter followers, which continue to grow daily! Check us out at [www.facebook.com/CFMSFEMC](http://www.facebook.com/CFMSFEMC) and [www.twitter.com/CFMSFEMC](http://www.twitter.com/CFMSFEMC) to see the latest developments!

The Social Media Committee has taken on some larger projects this year, in addition to their regular posts. Currently a CFMS Branding Project is underway to streamline the image of the CFMS moving forward, and to ensure templates are available for powerpoint, posters, letterhead and more. A guide for the social media committee is also being created, so that new committee members joining the team have guidelines for posting to Facebook and Twitter in representation of the CFMS.

### Media Relations

The VP Communications is responsible for coordinating all contact with the media, and for finalizing all press releases prior to distribution. The CMA has been an incredible help throughout this process.

This year the Media Engagement Committee was created to work on proactive distribution of CFMS messages and positions. In conjunction with the new Health Policy Committee, the Media Engagement Committee has been mandated to create opportunities for the release of new policies through the media. This year has focused on setting up these committees and beginning the review process of existing policies and positions. The Media Engagement Committee, with its experience dealing with media in interviews and print, will work to create a guide for those executive and students who will need to undertake media responsibilities going forward.

### **FOLLOW-UP, VISION, GOALS AND RECOMMENDATIONS FOR THIS POSITION**

- Completion of the bilingualism of the website remains the most significant website project moving into the summer months
- The CFMS Branding Project, in conjunction with strategic planning, will require feedback from student members from across the country
- The Media Engagement Committee requires specific projects moving forward to ensure effective use of student committee members
  - Regular updating on large CFMS projects that may require media coverage
  - Opportunities for media releases, for example the expiry of the health accord and the federal role in Canadian healthcare
  - Communication with the Healthy Policy and Social Media Committees