

Communication Task Force Summary Report

September 2007

Communication is a CCLS Executive and Executive Director responsibility under the CCLS Guide to Governance Policy and Processes. Significant discussion about CCLS communication needs took place at the CCLS annual meeting in October 2006 at Wolfville Nova Scotia. The discussion included aspects of governance, and strategic planning. The CCLS Executive responded by calling together a task force which includes members of the Executive and Strategic Planning Committees.

Task Force members are Bert Hol, Sel Sanderson, Denis Blais, J.C. Tétreault and Sarah Cornett.

At a face to face meeting in January 2007 the task force adopted a draft terms of reference which was subsequently ratified by the CCLS Board of Directors. A report of the January meeting was circulated to the Board and posted on the CCLS Working Papers Page shortly after the meeting.

The task force had a thorough and wide ranging brainstorming session responding to the question, "What are the objectives/goals of communication?" The results of the session were sorted into categories of high level issues, style issues, and content issues. It was noted that some items are outcomes of others. Issues were then prioritized.

A high level communication plan with three streams (high level issues, style, content) was then formed from the brainstorming results using a CSAE publication as a guideline. The following are the objectives of each of the streams.

High Level Objectives

- #1 Change Perceptions in order to ...
 - a) increase image of trust and reliability
 - b) emphasize relevance of CCLS-CCAG
 - c) provide a higher profile for national issues – not for CCLS itself
 - d) create a sense of national community and team building
 - e) create recognition of limitations on resources
- #2 Engage/Motivate Associations in National Issues by emphasizing ...
 - a) relevance of national issues to associations
 - b) role of associations and role of CCLS-CCAG
 - c) benefits of pooling resources

In discussions around developing a higher profile for CCLS it was revealed that the true objective is to engage member associations in national issues and therefore, for member associations to give national issues a higher profile, not CCLS itself.

Content Objectives

- #1 Pooling of ideas and sharing of information and knowledge
- #2 Coordinate
 - a) initiatives,
 - b) information flow,
 - c) influence government, media, public
- #3 Seek Consensus
- #4 Limitations of Resources – CCLS, associations, combined, reality
- #5 Coordinate Closure

Style Objectives

- #1 Create sense of urgency, passion and enthusiasm
- #2 Encourage cooperation and consensus amongst member associations
- #3 Deliver consistent message with clear and concise goals
- #4 Provide useful and relevant information
- #5 Provide a positive image

During the next months efforts were made to address the objectives in regular communication such as the National presentation made at Member Association Annual Meeting by the CCLS Director for that association, the national newsletter Forum, and wording used in emails, letters, reports and minutes about national initiatives being facilitated through CCLS.

A Communication Task Force teleconference was held September 6, 2007 in conjunction with the Strategic Planning Committee, which has many of the same individuals as members. Action items from the January meeting were reviewed and updated.

The work of this task force in ongoing and is critical to the ability of the Member Associations to address national and common issues.