



INFORMCANADA Minutes

February 3, 2021-by Teleconference

Present: Jerilyn Dressler (chair), Philip Wolfart, John Hoyles, Corinne Gallois (note taker), Marcus Logan, Pam Hillier, Robyn Romano, Sherry Fahim

Jerilyn began the meeting at 11:30 am Eastern Time.

Approval of the Agenda - Jerilyn

- Marcus: sent Sponsorship package to Jerilyn, add to agenda
- ❖ Motion to approve the Agenda by **John**, seconded by **Marcus**.

Approval of minutes of December 4th, 2020 - Jerilyn

- John: defer approval of minutes to next meeting, for addition re Marketing

Business Arising & Updates

- In Person Exam Hosting (COVID policies and procedures) (Jerilyn)
 - Should we move to online exams exclusively?
 - IO conference going online this year, won't be hosting in-person exam
 - We may never go back to in-person, much easier for people to access, can be a sales point, in alignment with public health
 - ❖ Motion to approve exam being hosted virtually for the foreseeable future by **John**, seconded by **Pam**.
- AIRS Standards – New Version (9.0) – Annex 1 (Jerilyn)
 - Pam: chaired the Standards Committee this year; many changes around technology, make sure your organization pays attention to this piece; webinar available on AIRS platform
 - AIRS next steps: will form new committees for credentialing / training manual / etc. based on new standards
 - Standards should be available in French (French version of AIRS Training Manual should be available soon)
 - Certification section on the website should be changed
 - ❖ Melanie to update Standards documentation on IC website, and send a note to members including: link to Standards, Summary of changes + announcement for virtual exams and link to ProctorU
 - ❖ John and Corinne to connect re the French translation
- Membership and Certification Report 2020 (Jerilyn)

- Marcus: defer to next meeting
- Marketing (John)
 - John: need to move fast and send communication to agencies based on lists of orgs to approach; listings should include as many jurisdictions as possible
 - Groups can include: libraries, municipalities, newcomers centres, YMCAs, Ontario Health Teams
 - Jerilyn can link with Alberta Family and Community Support Services network; get in touch with Louise in BC
 - John has contacts who can help
 - Corinne will get in touch with SeniorsNL for this province
 - Robyn: consider the audience who may not knowledgeable with I&R (e.g. grassroots groups), prepare a brochure with high-level information to complement the more detailed document
 - Marcus/Philip: still working on listings
 - ❖ John to send editable version for everybody to share their feedback

InformOntario Collaboration

- Jerilyn/Marcus: met with 2 consultants. First was too expensive.
- Meredith Low: felt like a good culture fit, 8-9 yrs experience marketing/consulting, experience in non-profit development, proposal include more time than expected, still around \$5K; Approach: define the vision/goal (function) to determine the form
- Higher rate, but the group agreed previously to invest, and costs are divided between 2 organizations
- IO Board hasn't discussed the proposal yet, need their agreement first
- ❖ Motion to move forward with Meredith Low, subject to IO approval, by **John**, seconded by **Corinne**

Financial Overview (John)

- Defer to next meeting

IO Conference Sponsorship (Marcus)

- IO conference to be hosted online by PIN in Guelph through Pheedloop platform
- In the process of requesting sessions (topics: community data, libraries, victims, human trafficking); Philip in talk in with potential Indigenous guest; will reach out to Ontario government for session on Ontario Health Teams
- Pheedloop: high capacity for conference, networking functionalities, possibility to record sessions
- Considering simple flat \$65 fee for single registration
- IC generally spends \$500-\$1000 for IO sponsorship
- IC/IO collaboration: how can move beyond sponsorship? more people can attend online. IC can share with members to reach wider audience
- ❖ Motion to approve \$750 sponsorship of IO conference, by **John**, seconded by **Robyn** (Marcus and Philip abstained from voting). All in favour. **CARRIED**.

Subcommittee Updates (Chairs)

- deferred

Other items

- deferred

Adjournment and Next Meeting

- ❖ Motion to adjourn the meeting made by **Marcus**.

Meeting was adjourned at **12:30 pm ET**. (next meeting TBD)