

Minutes

Meeting Details

Meeting	Executive Council
Date & Time	November 16 th , 2019 at 11:00 AM - 5:00 PM
Location	130 King Street W, Toronto, ON M5X 1C9

Revision History

Version	Date	Author(s)	Revision Notes
1.0	November 16 th , 2019	Taylor Dallin	Draft Meeting Minutes
2.0	December 14 th , 2019	Taylor Dallin	External Meeting Minutes

Meeting Attendance

Name	Role	Attendance
Voting Members		
Sophia Trozzo	Chief Executive Officer	Y
Tara Rezvan	Chief Financial Officer	N
Sally Meseret	President	Y
Jade Bilodeau	CBC President	Y
Sofia Zamorano	CBC Vice-President	Y
Sarah Chun	PBC President	Y
Sam Abbott	PBC Vice-President	Y
Quorum Achieved (3/3)		Yes (86%)
Non-Voting Members		
Cameron Prosic	Public Affairs Coordinator	Y
Taylor Dallin	Operations Coordinator	Y
Simon Harris	Policy Coordinator	Y
Arlene Wang	Media Design Coordinator	Y
Lily Sutton	Outreach Coordinator	Y
Justine Mackay	Professional Development Coordinator	Y

Meeting Minutes

#	Agenda item	Key Points Noted
Opening		
1.	Call to Order	Meeting was called to order at 11:05 AM.
2.	Approval of Agenda	S Zamorano Seconded by J Bilodeau
3.	Approval of Minutes	S Meseret Seconded by S Zamorano
Information Items		
4.	CEO Address (S Trozzo)	- S Trozzo commended the team on their work at FGM
5.	Presidential Address (S Meseret)	<ul style="list-style-type: none"> - S Meseret shared her renewed commitment to making everyone on the Executive Council feel valued and connected - While work is useful in bringing the team together, maintaining personal connections outside of work is essential - S Meseret opened the floor to feedback and reflection about what will further bring us together as a team - S Meseret shared the following update: <ul style="list-style-type: none"> - Attended People for Education conference - Many new events scheduled for December – Violence Prevention conference with ETFO, elearning panel with OSSTF - Ideas developed regarding the expansion of OSTA-AECO's website - Continued interest in the elearning report from various stakeholders
6.	Coordinator and Board Council Updates	<ul style="list-style-type: none"> - J Bilodeau and S Zamorano shared the following written update: <ul style="list-style-type: none"> - Continued communication with WE and OCSTA - Confirmed date for the Ontario Catholic Student Youth Day – May 4th - Sent community sponsorship letters for OCSYD - Internal promotion of stewards of sustainability document - Begun planning for second pillar of advocacy – Faith in Action – social justice - S Chun and S Abbott shared the following written update: <ul style="list-style-type: none"> - Mentorship program launched and received very well by student trustees - PBC will be working with OPSBA at the Advocacy Day at Queen's Park this month - Planning a panel of speakers for BCC - C Prosic shared the following written update: <ul style="list-style-type: none"> - Continuing to update and work on content for social media sites - Researching social media content strategies and policies

		<ul style="list-style-type: none"> - Working on a new social revamp policy to support growth - Setting KPIs and goals for social growth for the rest of the year with key dates to measure success - A Wang shared the following written update: <ul style="list-style-type: none"> - Learning Adobe InDesign, Lightroom, Stock skills, gearing and building on Adobe photoshop and illustrator skills towards professional use - BCCs graphics and documents preparation - Website expansion – planning and exploring new pages such as FGM picture uploads or linking to new Instagram - Graphics on Instagram - J Mackay shared the following written update: <ul style="list-style-type: none"> - Finalized first draft of BCC agenda - Updated packages and registration forms - Speaker subcommittee call – speakers and sessions discussed and approved - BCC swag ordered - OPHEA presentation information collected – solidifying this session for BCC - S Harris shared the following written update: <ul style="list-style-type: none"> - Represented OSTA-AECO at the People for Education Annual Conference Nov 1st-3rd - Researched into the work needed to submit a proposal to the Ontario Human Rights Commission's Right to Read public inquiry - Finalized a timeline for the Pre-Budget submission - T Dallin shared the following written update: <ul style="list-style-type: none"> - Took notes at FGM – elementary student engagement session - Collected monthly reports from Working Group Co-Chairs – to be distributed soon - Student Well-Being monthly well-being tips started - Coordinated a possible BCC session with OPHEA regarding concussions - SMH Ontario – continuing communication - Wrote the draft meeting minutes for the October Executive Meeting - Worked on the external meeting minutes for the October Executive Meeting
7.	Financial Update (T Rezvan)	<ul style="list-style-type: none"> - S Trozzo shared the following update on behalf of T Rezvan: <ul style="list-style-type: none"> - Currently working on updating the process of booking hotels for overnight meetings - Creating a Google form for requests so that T Rezvan and A Qayum can complete the booking efficiently

8.	Board of Directors Update (M McCormac)	<ul style="list-style-type: none"> - S Trozzo shared that there aren't any new pertinent updates for the Executive Council to hear
9.	Defining the Role of Outreach Coordinator (L Sutton)	<ul style="list-style-type: none"> - L Sutton shared the following update: <ul style="list-style-type: none"> - In communication with RECFO right now - Analyzed minutes from the FGM session on elementary student engagement - Plans to have a call to further dive into those minutes and - Three potential areas for outreach: board outreach and increasing memberships, northern and rural outreach, external partnerships (stakeholders/elementary outreach) - L Sutton opened the floor to discussion on which of those areas to pursue and posed the following questions: <ul style="list-style-type: none"> - Where do we see the role of Outreach Coordinator taking us this year? - What are some areas of focus for the role that strengthen our mandate as an association? - The Executive Council brought up the following ideas: <ul style="list-style-type: none"> - Taking on all three in different ways is possible - Following up with boards is crucial in securing memberships - Working with regionals representatives of the board councils to get contacts of northern and rural boards - The core of this year's outreach could be the reaching out to northern and rural boards, especially considering why the role of Outreach Coordinator was created in the first place - Other topics of outreach can be included as well in addition to that core - Could be effective to go out to non-member boards and talk to them about the benefits and feasibility of an OSTA-AECO membership - In-person meetings will most likely be more effective than online communication and emails - Because it isn't feasible for L Sutton to do an in-person pitch to every non-member school board, the Executive Council could tackle nearby boards - Alternatively, L Sutton could be the primary person to conduct these in-person meetings and bring along a local Student Trustee who's already a part of OSTA-AECO
10.	Communications Session (C Prosic)	<ul style="list-style-type: none"> - C Prosic led a PowerPoint presentation for the Executive Council about audio/visual setup and takedown at conferences
Lunch		
11.	FGM Debrief (J Mackay, S Trozzo)	<ul style="list-style-type: none"> - J Mackay led a debrief of FGM and overviewed the results of the FGM feedback form - J Mackay shared her personal reflections on FGM and next steps moving forward for BCCs - J Mackay opened up the floor for a group discussion on what the

		<p>team can improve heading into BCCs</p>
<p>12.</p>	<p>Social Media Strategy (C Prosic)</p>	<ul style="list-style-type: none"> - C Prosic led a PowerPoint presentation on redefining OSTA-AECO's social media and brand presence - C Prosic shared analytics for the OSTA-AECO social media platforms <ul style="list-style-type: none"> - Facebook and LinkedIn aren't getting much engagement - The Facebook and Twitter accounts have the biggest following out of the OSTA-AECO social media accounts; however, the engagement numbers aren't reflecting that and aren't as high - The Instagram has a lower number of followers but a lot of engagement - Benchmark for engagements per post is 810 engagements (currently OSTA-AECO is getting about 66 engagements per post) - C Prosic initiated a brainstorming roundtable discussion - First question: What value does social presence and engagement present to OSTA-AECO? <ul style="list-style-type: none"> - OSTA-AECO represents 2 million students and should be striving to bridge the gap - Important to increase visibility so that students are aware of OSTA-AECO's work - Allows stakeholders to see OSTA-AECO's connection to students - Helpful to have a record online of our work - Helpful for boards to see this presence - 3 point plan to strengthen our brand: <ul style="list-style-type: none"> - Structural – OSTA-AECO needs a branding guide and a social media policy to guide our work and the way we earn engagement (responsibility: Executive Council) - Internal – Create a media team. Engage all communications officers within the organization to reach their full potential and complete initiatives (responsibility: Board of Directors) - External – Create a stronger brand presence. Create a days of significance strategy, a downtime content strategy, and be consistent with social posts. Grow following (responsibility: OSTA-AECO media team) - Second question: Picture OSTA-AECO: What comes to mind? <ul style="list-style-type: none"> - Sans serif font - Trillium - White, black, and blue - Third question: What words come to mind when you hear OSTA-AECO? <ul style="list-style-type: none"> - Students/constituents - Stakeholder - Student voice - Ontario - Advocacy - Fourth question: How does OSTA-AECO respond? <ul style="list-style-type: none"> - Responding to mean tweets politely and providing avenues

		<ul style="list-style-type: none"> for private communication - Not appearing as though OSTA-AECO is just “kids in suits” - Respectful responses that aren’t generic - Continuing professional presence and not totally switching up brand presence all of a sudden (ex. with gifs) - Balance between being professional and personal (i.e. being in between a page like US Gov and a page like Wendy’s) - Possible idea to implement: live streams on social media - C Prosic shared a breakdown of the Hootsuite social media metrics <ul style="list-style-type: none"> - The social funnel includes four key customer journey stages: awareness, engagement, conversion, consumer - Call to action: learn more about the Student Trustees in regional areas <ul style="list-style-type: none"> - Discussion surrounding posting a directory of Student Trustees on the website so that students can reach out to them and whether or not to feature Student Trustees from non-member boards - Motion: For OSTA-AECO to explore the possibility of including Student Trustee and/or school board contact information on the OSTA-AECO website (approved) <ul style="list-style-type: none"> - 1. J Bilodeau - 2. S Zamorano - For: (6) - Against: (0) - Abstained: (0) - Proposal to invest about \$1800 per year in OSTA-AECO’s social media presence - Consensus to create a media team
13.	OSTA-AECO 20 Years (S Meseret)	<ul style="list-style-type: none"> - S Meseret led a discussion about the OSTA-AECO 20 Years project <ul style="list-style-type: none"> - Visuals and stories highlighting conferences - 2nd millennium - 20 year merch - How OSTA impacted you and how you impacted OSTA - Broader community - OSTA alumni - External outreach - 20 years/20 stories idea - End goal is exposure and a call to action <ul style="list-style-type: none"> - Celebrating past work while making a name for OSTA-AECO - Social media campaign – 10 second clips - Four components: history (1 or 2 people), impact OSTA has (what they learned), impact I have (what they have

		<p>accomplished), next generation</p> <ul style="list-style-type: none"> - Total time for video: about 4-5 minutes - Timeline: release video at AGM <p>- S Meseret noted that there are multiple target audiences for this (students, alumni, school boards, Student Trustees, staff, parents, education stakeholders)</p> <p>- Subcommittee members for this project: A Wang, C Prosic, S Abbott, L Sutton, J Bilodeau, S Harris, S Meseret – timeline of 2 weeks</p>
14.	Advocacy Planning (S Meseret)	<ul style="list-style-type: none"> - Postponed to the next meeting
15.	Review of Actions, Decisions, and Next Steps (S Trozzo)	<ul style="list-style-type: none"> - An online call will take place soon to further discuss unfinished matters
16.	Motion to Adjourn	<ul style="list-style-type: none"> - Meeting adjourned at 4:53 pm

Upcoming Meeting:

- **December Team Building Weekend:** December 14th – 15th, 2019