

CHAIR/S:	Jennifer Lalonde	NOTE TAKER:	Karim Khan
ATTENDEES:	Nathalie Lafreniere, Leigh Couture, Kelly Dumas, Colleen Taylor, Anne Leduc, Laurie Legue, Caitilin Reesor, Valerie Bishop de Young, Tanya MacDonald, Pono Traore, Guillaume Gervais, Makyla Gendron, Diane Coulas	REGRETS:	

ITEM#	ITEM DESCRIPTION	ITEM NOTES / ACTION / OUTCOME
1.0	WELCOME	
2.0	Purpose: Developing and implementing a sector-coordinated approach to messaging stakeholders, applying a consistent template to ensure visibility with funders.	Presentation- Slides-
2.1	Situation Overview	Session opened with Jennifer Lalonde leading a presentation about providers utilizing AccessCSS website and toolkits to increase sector visibility. Discussion about the value of AccessCSS toolkits for providers, and leveraging a consistent, sector-level approach to build CSS visibility and facilitate client access and navigation.
2.2	Core Visibility Position	Working group members agreed that: <ul style="list-style-type: none"> • We are visible as agencies and service providers, but we are NOT visible as a sector (due to overlapping regions and differing services). • Providers can highlight their unique identities as critical pieces of their communities, but also need to work in tandem with sector-wide CSS branding. <ul style="list-style-type: none"> ○ Dual approach – organizational centric messaging, BUT also coordinated within the CSS sector

			<ul style="list-style-type: none"> ○ Sector-level collaborative approach capitalizes on the vast reaches of member providers, providing a consistency that facilitates client access and navigation within CSS. ○ Sharing CSS Shared Resources materials isn't about diluting provider brands but adding impact that providers form part of a larger, collaborative sector. ○ CSS Shared Resources toolkits and presentations can all be customized for individual providers, adding their own logos to materials etc. ● Providers should emphasize in their communications that they represent their org AND the sector, as a means of increased awareness and appreciation for CSS services at provincial/federal levels. <ul style="list-style-type: none"> ○ Leveraging specific strategic relationships that each organization holds ● AccessCSS and its RCA function work as a central tool for streamlining sector visibility and messaging, without obfuscating individual organizational identities. <ul style="list-style-type: none"> ○ Data collected will reflect sector as a whole, not specific regions or providers
2.3	<p>Visibility Strategy – What the Sector Will Do</p> <p>Members agreed that the priority should be developing a CSS campaign calendar, with a repository of toolkits and resources organized by monthly themes/services to ensure sector-wide coordination.</p>		<p>Developing a reliable, monthly campaign calendar and associated repository of resources (Immediate Priority)</p> <ul style="list-style-type: none"> ● CSS Shared Resources to compile and maintain a calendar of posts and resources for providers to share. ● Includes related articles & media that support CSS messaging, for monthly advocacy. ● Sector-level approach to specific service awareness (“<i>consistent but different</i>”). ● Campaigns don't have to align with specific awareness months – providers can supplement according to your needs.
2.4			<p>Next Steps/Action Items:</p>

			<ul style="list-style-type: none">• Develop monthly CSS campaign calendar• Develop associated repository of CSS resources and toolkits (collaborative between AccessCSS and member providers)• Providers to start identifying themselves as sector representatives, utilizing current AccessCSS resources and customizing them with their own logos.