

# EXECUTIVE REPORT

Dr. Carl White Ulysse, Executive Vice-President and Vice-President Communications  
AGM 2016 Chair  
2016 Annual General Meeting  
September 22-25, 2016, Edmonton, Alberta



## I. 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 informed through our biweekly *Communiqué*, as well as through updates to our website and social media. The VP Communication 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 Communications, and daily media monitoring constitutes a significant portion of the role. Press releases and other public announcements are drafted by the VP Communications, 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 Government Affairs and Lobby Day), CFMS Officers (e.g. our IT Officers), and our committees (e.g. the Social Media Committee and Media Engagement Committee).

## II. ACTIVITIES

Meetings attended:

Date	Meeting	Location
Sept. 17-20, 2015	CFMS Annual General Meeting	Windsor, ON
Sept. 22, 2015	Teleconference with CFMS President	Teleconference
Sept. 24, 2015	Teleconference with CFMS President	Teleconference
Sept. 29, 2015	McGill CFMS Committee Meeting	Montreal, QC
Sept. 30, 2015	CMA Student Engagement Teleconference	Teleconference
Oct. 2, 2015	CFMS Representatives Teleconference	Teleconference
Oct. 7, 2015	Teleconference with OMSA Director of Communications	Teleconference
Oct. 13, 2015	Teleconference with CFMS IT Officers	Teleconference
Oct. 16-18, 2015	CFMS Executive Meeting	Ottawa, ON

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Oct. 20, 2015	Website teleconference with MD Financial	Teleconference
Oct. 23, 2015	AFMC Portal Transition Teleconference	Teleconference
Oct. 26, 2015	CFMS/FMEQ Wellness Survey Teleconference	Teleconference
Nov. 3, 2015	Teleconference with Annual Review Editor	Teleconference
Nov. 3, 2015	CFMS Representatives Teleconference	Teleconference
Nov. 4, 2015	Dinner with student representatives to the Royal College Summit on Physician Employment	Ottawa, ON
Nov. 6, 2015	AFMC Offices Visit	Ottawa, ON
Nov. 9-11, 2015	CFPC Board Meeting + Family Medicine Forum	Toronto, ON
Nov. 11, 2015	CaRMS Members Meeting	Toronto, ON
Nov. 22, 2015	CFMS Executive Teleconference	Teleconference
Nov. 25, 2015	Teleconference with CFMS President	Teleconference
Nov. 25, 2015	Social Media and Media Engagement Committee Teleconference	Teleconference
Dec. 3, 2015	MD Financial Management / CFMS Leadership Awards Teleconference	Teleconference
Dec. 8, 2015	CFMS/FMEQ Wellness Survey Teleconference	Teleconference
Dec. 8, 2015	FMEC PG Governance Implementation Committee Teleconference	Teleconference
Dec. 8, 2015	Teleconference with CFMS VP Finance	Teleconference
Jan. 8-10, 2016	CFMS Executive Meeting	Toronto, ON
Jan. 11, 2016	Social Media and Media Engagement Committee Teleconference	Teleconference
Jan. 12, 2016	CFMS Representatives Teleconference	Teleconference
Jan. 23, 2016	PGME Governance Council Meeting	Ottawa, ON
Feb. 10, 2016	Teleconference with CFMS President	Teleconference
Feb. 16, 2016	Social Media and Media Engagement Committee Teleconference	Teleconference
Feb. 17, 2016	Teleconference with CFMS President, VP Global Health and NORSH	Teleconference
Feb. 20-22, 2016	CFMS Lobby Day	Ottawa, ON
Feb. 25, 2016	CFMS Representatives Teleconference	Teleconference
Feb. 25, 2016	FMEC PG Governance Implementation Committee Teleconference	Teleconference
Mar. 1, 2016	Teleconference with CFMS President and Past President	Teleconference
Mar. 6, 2016	CFMS Executive Teleconference	Teleconference
Mar. 8, 2016	MD Financial Management Partnership Teleconference	Teleconference

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Mar. 15, 2016	MD Financial Management Office Visit	Ottawa, ON
Mar. 17, 2016	CFMS Website Teleconference with MD Financial Management	Teleconference
Apr. 5, 2016	Teleconference with CFMS President and SGM Chair	Teleconference
Apr. 6, 2016	CFMS Representatives Teleconference	Teleconference
Apr. 13, 2016	Royal College Specialty Committee Meeting	Ottawa, ON
Apr. 14-17, 2016	CFMS Spring General Meeting	Montreal, QC
May 4, 2016	Social Media and Media Engagement Committee Teleconference	Teleconference
June 4-5, 2016	CFMS Executive Meeting	Calgary, AB
June 11-12, 2016	RDoC Board of Directors Meeting	Winnipeg, MB
June 30, 2016	CFMS/FMEQ Wellness Survey Teleconference	Teleconference
July 11, 2016	PGME Governance Council Learner Privacy Working Group Teleconference	Teleconference
July 28, 2016	PGME Governance Council Learner Privacy Working Group Teleconference	Teleconference
Aug. 13, 2016	CFMS Executive Teleconference	Teleconference
Aug. 17, 2016	PGME Governance Council Teleconference	Teleconference
Aug. 22-24, 2016	CMA General Council	Vancouver, BC
Sept. 10-11, 2016	RDoC Board of Directors Meeting	Ottawa, ON
Sept. 12, 2016	PGME Governance Council Learner Privacy Working Group Teleconference	Teleconference
Sept. 22-25	CFMS Annual General Meeting	Edmonton, AB

### III. PRIORITIES AND PROJECT AREAS

#### 1. CFMS Communications and Social Media

Throughout the year, the Communications Portfolio has worked to provide the student membership with regular updates on the goings-on of the CFMS and its partners and to connect with students on issues important to them.

The following are a few examples of Communications projects completed and in progress:

#### Lobby Day

This year, new facets of the social media strategy have been added to the Lobby Day campaign such as a promotional video and a Thunderclap campaign. These have been very well received by the membership and have allowed more general members to be made aware of the project. During Lobby Day, one of

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our Executives has given an interview to CBC. Our members generally have been very engaged on social media and have generated a good number of tweets and Facebook posts, gathering attention from seasoned healthcare reporters such as André Picard.

## Bilingualism

Thanks to the incredible efforts of Quebec Representative Emily Hodgson and her Bilingualism Taskforce, translation of our social media has gone from a reactive process to a proactive process. Our social media are now published simultaneously in both languages.

## Social Media Office Hours

In Fall 2015 and Spring 2016, each Executive member was tasked to provide social media content for one week with updates from their portfolio. This initiative created an exceptional volume of content and allowed Executive Members to engage directly with student members.

## @CaRMs Live

Following the success of the @CaRMS\_Live campaign last year, Gordon Locke and Nina Nguyen have shared their CaRMS Tour experience with our membership on twitter once again this year. This Twitter account followed the experience of students as they travelled the countryside on the CaRMS Tour.

## Instagram

This has certainly been one of the more challenging tasks associated with the portfolio. While an instagram photo challenge was attempted in Spring 2016, due to insufficient advertisement and bad timing it was not successful. A second edition will be attempted during AGM 2016, but this will most likely only create engagement within the confines of the meeting. The Communications team and the next VP Communications will definitely need to think of new ways to push the profile of our newest social media account in the upcoming year.

## Wellness Survey

During the entirety of the Wellness Survey Campaign, the Communications portfolio has assisted with translation and distribution of the Survey to the various schools through both social media and CFMS Representatives. With this project, the CFMS has dabbled into Facebook Ads and Facebook metrics monitoring for the first time with great success.

## Media Engagement and Social Media Committees

Engagement of the student members of these two committees has greatly increased this year with the completion of several key projects for the Federation. Indeed, the Social Media and Media Engagement

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Committee has been involved with the creation of a promotional video for Lobby Day, a new cover for the Match Book, an instagram challenge, promotional posters for various CFMS services, a new design for the Communique (to be revealed after AGM) and a new video version of the First Year Presentation (to be presented at AGM). I believe that having the social media and media engagement committees meet together was a key part of this success. Also, a new way of assigning tasks to committee members using project-based subcommittees was also helpful in setting up the committee for success.

## CFMS Executive Branding

After a conversation around the branding of the organization at our Summer Executive Meeting, it has been decided that Executives and key liaison Representatives should wear a distinctive symbol associating them with the organization at external meetings. A decision has been made to order lapel pins for that purpose and I have coordinated the selection, payment and delivery processes for those.

### **2. CFMS Communique**

Once again this year, the CFMS Communique has been sent every two weeks to our membership to highlight various events and opportunities available to them. Thanks to the Social Media and Media Engagement Team, a new design for the Communique should be launched after AGM.

### **3. Minutes**

One of the least visible tasks associated with the Communications portfolio has been the creation of minutes for Exec Meetings and General Meetings. Exec updates have also been compiled after each Exec Teleconference for circulation to the CFMS Reps and MedSoc Presidents. Also, after each in person Executive Meeting, a list of Action Items arising from the meeting has been compiled to facilitate tracking of those items by the Executive. This initiative was new from this year and has led to very positive feedback from the Executive so I would recommend continuing to compile this list in the future

### **4. New CFMS Website**

The CFMS has been fortunate to have an exceptional Information Technology Team in the form of Stephen Leung and Kevan Lu. We were extremely proud to launch of the new and improved CFMS Website at SGM 2016. The new website is be more visually appealing, easier to edit and features new sections such as a financial advice section courtesy of MD Financial Management. The Student Spotlight initiative will also be revived on the new website thanks to the collaboration of our CFMS Reps and SIGs Grant Winners. The members' only section of the website should be completed shortly, rendering the old website effectively obsolete.

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## 5. CFMS Representatives

This year, the CFMS Reps have been instrumental in carrying out CFMS Projects this year such as the wellness survey and the Student spotlight initiative. Building on the work started last year by my predecessor, the Representatives are working to engage local students in CFMS policy discussion with many schools hosting forums to discuss CFMS resolutions.

## 6. CFMS Annual Review

It has been my pleasure to work alongside Nina Nguyen collating and editing the CFMS Annual Review. Yet again, this publication has grown in size and in breadth of material – including photo essays, art, opinions, experiences, and so much more. We are so pleased to feature for the first time two Keynote Interviews with Drs. Wendy Levinson and Monica Dutt. We look forward to the selection of the new CFMS Annual Review Editor during the Fall round of the Nomination Committee Call for Applications.

***N.B: The following tasks are not part of the Communications portfolio and have been accomplished in my role as CFMS Executive Vice-President.***

The role of the Executive Vice-President has expanded a lot in the past 2 years in great part thanks to the work of my predecessor Dr. Irfan Kherani. While this role has largely been ceremonial in the past, it has truly grown into the role of a Vice-President, with numerous meetings with external partners added to the portfolio and a clear expectation to provide input in most if not all activities of the Federation along with the President.

## 7. CFPC Board

I have attended the CFPC Board meeting in Toronto on behalf of the CFMS and have had the chance to present our position paper on current issues in Family Medicine. The presentation was very well received by the board and I believe that this meeting was a very good networking opportunity for the CFMS.

## 8. CaRMS Members Meeting

I attended the CaRMS Members meeting on behalf of the CFMS. The main issue at this meeting was the potential adhesion of the FMEQ and FMRQ as one-member organizations to the CaRMS Board where they currently sit as members at large. All major players were fully supportive of that and we expect to see formal change in the new year.

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## **9. FMEC PG Governance Implementation Committee and PGME Governance Council**

As the FMEC PG Governance Implementation Committee has been sunset this spring, I have attended the first ever meeting of the PGME Collaborative Governance Council in January. Aside from housekeeping items, the main issues brought up included transition to residency and generalism in medicine. Following a preliminary review of issues related to communication/privacy of learner information, the PGME Council has decided to focus first on "learning" aspects of this issue, i.e., how can information be transferred so as to enable optimal learning and progress for learners as they enter and proceed through PGME, rather than on the regulatory aspects with respect to learners. The issue of the need for generalists to serve community needs was discussed by Council. Two working group involving learner groups and other stakeholders have been created to inform the work of the Governance Council and I have been tasked to sit on the Learner Privacy Working Group. In that position, I have advocated in a transparent data sharing process that is focused on improving learning opportunities for students and residents and that is based on explicit informed consent of the learners.

## **10. SGM 2016**

### SGM Planning

Along with SGM Chair Emily Hodgson, I have been involved in planning SGM 2016 in Montreal. My contributions to this event included sending invites to various guests, helping the Chair to set the agenda and assisting her with the necessary updates on the SGM section of the website.

### SGM 2016 / CCME Advocacy

During SGM 2016, I have been involved in presentations to the Undergraduate Deans, the Postgraduate Deans as well as a panel activity with the Deans of Medicine alongside the CFMS President. Those presentations were a good opportunity to highlight some of our main advocacy efforts, namely around the wellness survey and breaches of the CaRMS Match contract.

## **11. RDoC Board Liaison**

It has been a wonderful opportunity to liaise with RDoC on behalf of the CFMS. I have attended two meetings of the Resident Doctors of Canada Board of Directors in Winnipeg and Ottawa. Those meetings have been a great opportunity to strengthen the relationship between the two organizations and to discuss our relationship with CaRMS as the main learner Stakeholders.

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**N.B : The following role was assigned to me as a member of the CFMS Executive and is not linked to the tasks of the Vice-President Communications nor to those of the Executive Vice-President**

## **12. AGM 2016 Chair**

With the assistance of President Dr. Anthea Lafreniere, Quebec Regional Representative Emily Hodgson, as well as Western Representative Fatemeh Ramazani and the UofA Team, I have worked over the past several months to coordinate an exciting AGM. We have been endeavouring to create an even more engaging AGM, with leadership workshops and presentations by Dr. David Keagan and Dr. Jesse Kancir, two former CFMS Presidents who have continued their journey as physician leaders after leaving the organization who will share insight into the world of medical politics with attendees. Thanks to my predecessor Emily Hodgson, the Chair position now comes with a transition manual that will hopefully be updated in the years to come to include more information to make this challenging position easier.

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

### **1. Instagram**

Given that this portion of the portfolio has been unsuccessful this year, I would recommend that my successor look into new ways of using our instagram account to engage the general membership. While we currently get AGM/SGM attendees using the account to interact with us, very few general members even know that we are on Instagram. Furthermore, before engaging human and material resources into this project, I would recommend a cursory cost/benefit analysis of having an instagram account to determine with certainty that it would indeed add to our social media presence.

### **2. CFMS Representatives**

While the CFMS Representatives have been very useful this year to carry out projects for the Federation such as the Student Spotlight project and the Wellness Survey, they have expressed a wish to have a project of their own in the future. This hasn't happened yet and would be an interesting avenue to explore with the next group of CFMS Representative to keep them engaged and interested in the activities of the Federation.

### **3. Executive Vice-President**

As mentioned in the previous portion of this update, the role of the CFMS Executive Vice-President has evolved a great deal in the past few years. While I think that we are close to having found a good balance between the duties of the President and the Vice-President, I think that we should strive to look at it in a more deliberate way. I would recommend that the next

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President and Vice-President meet early in their term to look at all the tasks and meetings that fall within both portfolios to conduct a thorough review of how they are divided. This will allow the President to be able to focus even more on direction setting for the organization while allowing the Executive Vice-President to be involved more directly in the development of the portfolio in future years.

#### **4. Selection of the Chair and the Executive Vice-President**

Another area of concern that was expressed in the past few years was around the selection process for the Executive Vice-President. In 2014-2015, the Executive has recommended that the Vice-President should be selected by the President from the pool of final year Executives to prevent this position from acting as a stepping-stone to the Presidential portfolio. While I have been fortunate enough to have incredible chemistry with this year's President and believe that we have worked incredibly well as a team, I believe that this method could be problematic in future years should there be a limited amount of final year students on the Executive, as was the case this year.

The same recommendation was made for the position of General Meeting Chair with the same limitations. While I do believe that acting as both Chair and Executive Vice-President was demanding on the part of a new resident, I do not believe that these positions warrant their own portfolio nor that it is impossible to have them accomplished by the same person. I would recommend however that the 2016-2017 Executive revisit the selection process for both of these positions in a small group setting to consider other options for the roles.

Should there be any questions pursuant to this update, please do not hesitate to contact me.

**Carl White Ulysse, M.D.,C.M. '16**

Executive Vice-President & Vice-President Communications, 2015-2016

AGM 2016 Chair

[vpcommunications@cfms.org](mailto:vpcommunications@cfms.org) // [carl.whiteulysse@mail.utoronto.ca](mailto:carl.whiteulysse@mail.utoronto.ca)