

EXECUTIVE REPORT

*Victoria Januszkiewicz, CFMS Vice President
Communications
2019 Annual General Meeting
September 20th – 22nd 2019, St. John's, Newfoundland*



VICE PRESIDENT COMMUNICATIONS EXECUTIVE REPORT

From the CFMS bylaws, the VP Communications shall:

- a) Promote the CFMS and its services
- b) Publicize the activities of the CFMS
- c) Facilitate communications within the CFMS
- d) Keep or cause to be kept minutes of all meetings of the CFMS Board and of General Meetings
- e) Oversee online activities of the CFMS (including Website, Facebook, Twitter, Instagram, and LinkedIn accounts)

In practice, the VP Communications guides the internal and external communications of the CFMS and manages the public profile of the Federation. She promotes the activities of the CFMS, as well as the successes and advocacy efforts of medical students across Canada. She is responsible for maintaining regular contact with medical school representatives, engaging individual members of the CFMS, and communication with external organizations when this responsibility falls outside of the duties of the President. She also serves as the Co-Editor of the *CFMS Annual Review* magazine and oversees the CMAJ Student Humanities Blog. The VP Communications is the contact person for any news media requests.

I. DAY-TO-DAY ACTIVITIES:

- a. Managing internal & external communications of the CFMS
- b. Fielding media requests and coordinating responses
- c. Responding to emerging events and issues, including issuing Press Releases and Open Letters
- d. Managing partnerships with external organizations
- e. Writing the Communiqué newsletter, circulated approximately biweekly
- f. Social Media: managing the CFMS social media presence, promoting the work of the CFMS, encouraging grassroots member engagement, highlight medical student successes, and horizon scanning for medical education issues
- g. Promoting advocacy initiatives, articles and policy announcements that further official CFMS positions, including position statements adopted at general meetings (e.g. pharmacare), as well as local advocacy initiatives (e.g. provincial days of action)
- h. Chairing and overseeing the Communications Committee and creation of graphics and social media posts
- i. #HowWeAdvocate and #TomorrowsPhysicians used to highlight medical student successes and stories
- j. Coordinating with the Quebec Regional Director and the Bilingualism Committee to enable the translation of key website pages, press releases and posts into French
- k. Member of the CFMS-MD Financial Management Partnership Team.

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- i. Direct liaison with onBoard MD on behalf of the CFMS
- ii. Responsible of scheduling social media posts involved in our partnership
- iii. Monthly meetings with members of the MD Financial team

1. For full list of press releases, announcements, and media coverage of the CFMS, please see: <https://www.cfms.org/news/>

II. MAJOR COMMUNICATIONS PROJECTS THIS YEAR:

1. DAY OF ACTION (EXTERNAL – SENIORS CARE & AGEING)

The CFMS Day of Action was a CFMS event that had major communications involvement. As VP Comms, I travelled to Ottawa to be present for the entire Day of Action process. I had the privilege of addressing the medical students participating in Day of Action. I provided them with a presentation on social media use, specifically based on how social media could increase the impact of advocacy work and a large scale event like Day of Action. I was also present the day that students went to Parliament Hill. I was on hand for taking media requests at Head Quarters and I was actively running the social media that day. Our social media had the highest measures of interaction and spread since beginning my role as VP Comms. It was amazing to see just under 70 medical students come together to create such a flurry of action that day on social media (we were even trending in the Ottawa region for 2.5 hours!)

Leading up to the Day of Action I was involved in helping to schedule the social media advertisements and I helped with finalizing the Press Release that went out via News Line.

2. DAY OF ACTION (INTERNAL – UNMATCHED CANADIAN MEDICAL GRADUATES)

This year we held a second CFMS Day of Action and it was focused on the unmatched Canadian medical graduate crisis. We were able to bring a small but impactful delegation to parliament hill to continue to highlight the need for a national strategy to address the unmatched crisis.

The communications team was involved in creating the news release and the graphics to present to the MPs on parliament hill. The communications team was also responsible for helping to coordinate the press release through NewsWire with the help of the Canadian Medical Association.

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3. CFMS ANNUAL REVIEW

This year I had the absolute pleasure of working on the CFMS Annual Review as a Co-Editor, with the wonderfully talented CFMS Annual Review Editor, Connor Brenna. The theme for SGM arose from my travels to the CMA Health Summit and TED MED 2018, where innovation, tech and disruption were major themes. Interestingly enough, Dr. Goldman had presented on

Disruptive Innovation at the first CFMS meeting I ever attended in 2017. Through conversations with Connor we developed the theme and I reached out to several individuals to participate in our Annual Review, including Dr. Brian Goldman himself!

This publication was a created through passion and collaboration and we hope that those of you who read it have enjoyed it. I send a very sincere thank you to everyone who contributed to this publication.

We are happy to report that our fantastic editor, Connor Brenna, has agreed to stay on for the next year as CFMS Annual Review Editor, and he is working on creating of a theme at present. He will be working closely with our next VP Communications (and CFMS Annual Review Co-Editor), Connor Brenna. Stay tuned for the call for submissions to the 2020 CFMS Annual Review!

4. MATCH DAY COMMUNICATIONS

This year we organized a structured communications plan for responding to both the first and second iteration of the R-1 match. Leading up to SGM and the CaRMS Forum at CCME, the communications team was actively involved in preparation of a Press Release and social media content surrounding the match.

This year I was also responsible for creating/editing graphics that held all the relevant information for unmatched Canadian medical graduates and we shared these with Student Affairs offices, on our website, and on social media.

5. STUDENT AFFAIRS OVERVIEW GRAPHIC

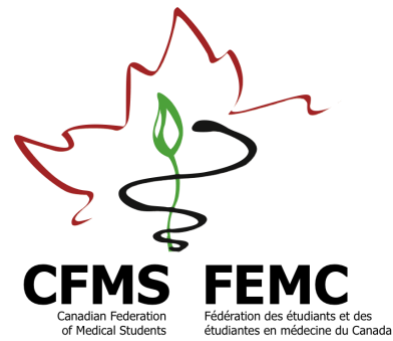
One project that was started shortly after AGM was to create an overview graphic for the Student Affairs portfolio. The graphic was launched at SGM. Victor Do and I began plans via several phone conversations where we brainstormed a shape and flow of the graphic. I then liased with the fantastic and talented Nikhita Singhal (a member of our Communications Committee) over email to bring the vision to creation.

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6. CaRMS TOUR CONNECTION

This initiative came over a phone conversation with our fearless leader, President Stephanie Smith. The CFMS recognizes that the interview period is an incredibly stressful time for medical students, but that it is often a wonderful adventure as well. We decided that we wanted to create more conversation and focus on the positive.. So we created the idea of #CaRMSTourConnection. This social media campaign was a contest over the three-week interview period. We asked members to share photos of themselves connecting with other students and colleagues along the way. CFMS members from across the country shared fantastic photos from their travels and we were able to award 10 \$50 gift cards to those who had the most interactions on their photos online.

It will be amazing to see even greater participation and shared experience this year on social media during the 2020-R1 Match Interview Period! Share your photos when you find some friends along your Interview tour! 😊

7. IT CONTRACT/WEBSITE UPGRADES

Please see a detailed report on this in an addendum to be uploaded at a later time (prior to September 20/2019)

8. COMMUNICATIONS TERMS OF REFERENCE

With major assistance from Henry Annan, Victor Do, and Adel Arezki, the CFMS Communications Committee Terms of Reference was created and finalized and passed by the Board of Directors.

Creation of this terms of reference will enable a focus and structure moving forward for the communications portfolio.

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III. OTHER INVOLVEMENT:

1. ATTENDANCE OF EXTERNAL EVENTS

- a. *TED MED* – Myself and Wendy Wang were funded by CMA and Joule to attend the 2018 TEDMED Conference in Palm Springs, USA. We were able to provide live coverage of the event and this event helped stimulate many of the ideas for our own communications this year. This conference was also a contributor to the thoughts behind the Annual Review as described above. If anyone is interested in reading a board report on this conference, a full report is available on request.

- b. *AMSA Convention 2019* – This spring I had the honour to represent the CFMS at the American Medical Student Association Convention in Washington, D.C. The CFMS had previously attended AMSA regularly; however, this had fallen out of habit for the past few years. We were happy to rekindle this collaboration and I was thrilled to present on CFMS initiatives at their General Assembly. At this meeting I was also able to network with many major medical companies (mainly education/tech based) and since we have confirmed one major discount with a company called VisualDx. We have several future partnerships now pending after that meeting.

2. TRAVEL AWARDS

- a. Last year, when I was Atlantic Regional Director, I was responsible for running the Day of Action, SGM, and AGM travel awards. This year I had the pleasure to work with our Western Regional Director, Fatemeh, to help execute and organize these awards again. I also continued

3. SGM PLANNING

- a. As a board member I was also responsible for several aspects of SGM organization/planning
 - i. Organization and set-up of SGM registration via Survey Monkey
 - ii. Initial set-up of the SGM Website Page
 - iii. Collaboration with IT to have the online payment portal set-up
 - iv. Social Media lead up to the event
 - v. Organization of the SGM related graphics for registration, nominations, resolutions, travel to SGM, and more.

4. WELCOME TO CFMS CAMPAIGN

- a. Collaboration with Student Affairs portfolio to coordinate videos/create script content for a campaign on social media to welcome new medical students.

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IV. PLAN/NEXT STEPS FOR COMMUNICATIONS PORTFOLIO

a. IMPLENTING THE NEW TOR

Now that we have our newly minted terms of reference, it will be an exciting year to see how things go as the comms portfolio functions and grows within these terms of reference.

b. BILINGUALISM

- We have an absolutely amazing Bilingualism Team at the CFMS. I cannot praise them enough. It continues to be a priority of the Communications portfolio to increase the quantity of our English content that gets translated into French. This is an ongoing process of determining the best protocols and timelines to ensure that content is being translated in a timely and efficient manner.

c. STUDENT SPOTLIGHTS

- The Wellness Spotlight re-started online this spring. The communications portfolio has also had requests to initiate a Innovation Spotlight, Research Spotlight, Education Spotlight, Leadership Spotlight, and Congeniality Spotlight.
- This project did not get finalized prior to AGM, but the handover will be provided to the next VP Communications, Adel Arezki. The goal of this project is to create a centralized Student Spotlight program that can feature a variety of different spotlights in a more central manner to ensure continuity of the initiative. The goal would be to have different types of spotlights scheduled for certain days of each month. This is an excellent mechanism to provide consistency to our social media platforms and to inform our members of their fantastic colleagues who may even have areas for collaboration available.

d. MEMBER ENGAGEMENT REPORT

- At SGM there was a request for a full look at member engagement with regard to CFMS positions and applications within CFMS.
- The comms team collected the initial data on this but the analysis has not been carried out.
- I would recommend that this be something to be completed by SGM as they would be able to assess almost two full cycles of applications to travel awards and nomination calls.

e. IT DEVELOPMENT

- The IT portion of the CFMS is by policy a part of the Communications Portfolio
- This spring we signed a contract with an employed IT individual. This individual is available for up to 30 hours per month. There are many upgrades to the website and our online platforms going on at this time. There will be an addendum to this report with a complete overview of the work completed to date.

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f. EXTERNAL DOCUMENTATION

- Improvement of minute taking process - continue having staff support for this role; consider minute “best practice” training for the board and or CFMS staff.
- Improvement of templates and reports & consistent branding with graphics and external documents.

IV. MEETINGS ATTENDED

Date	Meeting	Location
September 21-23 rd /2019	CFMS AGM 2019	Montreal, QC
October 4 th /2019	CFMS Board Meeting	Teleconference
October 25-27 th /2019	CFMS Fall Board Meeting	Ottawa, ON
October 26 th /2019	Meeting with Lianne D, onboard MD	Ottawa, ON
November 14-16 th /2019	TED MED	Palm Springs, CA, USA
November 18 th /2019	CFMS Board Meeting	Teleconference
November 22 nd /2019	CFMS Annual Review Meeting	Teleconference
December 11 th /2019	Mid-Point Check In with Henry	Teleconference
January 5-6 th /2019	CFMS Winter Board Meeting	Toronto, ON
January 9 th /2019	CFMS Annual Review Meeting	Teleconference
January 17 th /2019	SGM Planning/Handover	Teleconference
February 2-4 th /2019	CFMS Day of Action Events	Ottawa, ON
February 3 rd /2019	CMA Regional Forum	Ottawa, ON
February 3 rd /2019	MD Financial Meeting	Ottawa, ON
February 6 th /2019	SGM Planning Call	Teleconference
February 6 th /2019	CFMS Annual Review Meeting	Teleconference
February 10 th /2019	CFMS Board Meeting	Teleconference
February 17 th /2019	CFMS Annual Review Meeting	Teleconference
February 17 th /2019	IT Contractor Discussion	Teleconference
March 2 nd /2019	AMSA Planning Meeting with Stephanie	Phone call
March 7-10 th /2019	AMSA National Convention 2019	Washington, D.C., USA
March 17 th /2019	CFMS Board Meeting	Teleconference
March 24 th /2019	SGM Planning Call	Teleconference
March 26 th / 2019	MD Financial Meeting	Teleconference
March 31 st / 2019	MD Financial Meeting	Teleconference
April 7 th /2019	CoAMS – Small Working Groups	St. John's, NL
April 8 th /2019	CFMS Board Meeting	Teleconference
April 10 th /2019	CaRMS Data Snap Shot	Webinar
April 11-14 th /2019	CFMS SGM/ CCME	Niagara Falls, ON
April 28 th /2019	2 nd Day of Action Meeting	Teleconference
April 29 th /2019	Comms Meeting with MDFM	Teleconference
May 12 th /2019	CFMS Board Meeting	Teleconference
May 13 th /2019	Training with Communique Editor	Phone Call

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May 15 th /2019	Training with Communique Editor	Phone Call
May 23 rd /2019	Comms Meeting with MDFM	Teleconference
June 2 nd /2019	Summer Board Meeting	Called in to SBM for partial meeting
July 21 st /2019	CFMS Board Meeting	Teleconference
August 18 th /2019	CFMS Board Meeting	Teleconference
September 4 th /2019	MCC Finance Committee Meeting	Ottawa, ON
September 20-22 nd /2019	CFMS Annual General Meeting	St. John's, NL

V. CONCLUSIONS

This year was a year of growth within the communications portfolio, but also a year of personal growth for myself. Words from a previous VP Communications, Christina Schweitzer, ring true at the end of my term: *“Not everything will work out the way you planned and there will be surprises, you will have a lot of fun, and you will grow. You will build great relationships along the way, which is what communications really is about at the end of the day”*. I feel that the Communications portfolio is ever in flux, as is the way we all communicate with each other as humans, and this will be a challenge for CFMS to master year after year, but I think our team of full-time medical students/volunteers navigates this challenge quite well.

My conclusion to this report is to provide thanks where SIGNIFICANT thanks is due!

Thank you to our many partners, specifically CMA, Joule, and MD Financial Management. Many of you from these organizations have collaborated with the communications team to provide relevant and pertinent content to our members and I thank you for your collaboration, respect, and commitment to Canadian medical students.

Thank you to the individuals of the Communications Committee who work so hard to ensure that the communications portfolio is operational each and every day.

- Julie Le – Social Media
 - Thank you for your work assisting behind the scenes with the social media scheduling for these many many months!
- Nikhita Singhal – Graphic Design
 - Nikhita designed the majority of our graphics for well over a year and continued to step up in the months after her position concluded. The CFMS sends a huge thank you to you Nikhita!
- Victoria MacKinnon – Communique Editor
 - Thank you for making the communications portfolio more effective and efficient! You are a highly valued member of the team and I cannot thank you enough for your efforts!

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I have to also thank our fantastic Bilingualism Team, led by Alyssa Daianska. This team is always providing us this essential service in the most timely and professional way. They have also responded to requests in very short amount of time, and the entire Board is extremely grateful for their fantastic efforts.

As always, a giant thank you to our team “behind” the scenes, our fabulous IT team! A warm welcome to our new National IT Officer, Vivian Tan. A large thank you to Jack and Jason who have been so helpful in the months leading up to AGM with major efforts being made on the website and getting everything up to date and organized.

Again, thank you to Connor, my co-editor of the CFMS Annual Review this year. I had an absolute pleasure working with you and I am so proud of the publication we were able to produce. I look forward to seeing the 2020 CFMS Annual Review. Go forth, and disrupt!

Thank you to Sarah Zahabi, NO of Services. You have worked tirelessly to secure so many fantastic new discounts and partnerships and you always make the Communications side of it hassle free. We appreciate you so much! Good luck in your role as Director of Student Affairs in the 2019-2020 year.

Thank you to my dyad partner, Wendy Yao. Wendy has contributed significantly to the CFMS this year by optimizing our Nomination process and by being involved with a number of communications activities. She has also been a fantastic representative and coordinated media at several IFMSA meetings. Comms team forever!

Thank you to the rest of the board who was often patient with the comms team and who were all willing to collaborate to find creative solutions for comms problems. It has truly been an absolute pleasure and the highlight of my medical school journey to work with you all and learn from you all.

I officially and confidently pass the reigns to Adel Arezki, I can't wait to see the fierce things you do! Good luck!

Sincerely,

Victoria Januszkiewicz, BScKin
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Vice President Communications
Canadian Federation of Medical Students
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