

EXECUTIVE REPORT

*Adel Arezki, VP Communications & Executive Vice President
2020 Annual General Meeting
Virtual September 16-18th 2020*



I. DESCRIPTION AND INTRODUCTION

The Canadian Federation of Medical Students (CFMS) is the representative voice of Canadian medical students to the national medical organizations, to the federal government, to the public, and to other external bodies. The CFMS represents over 8000 medical students at 15 Canadian medical schools from coast to coast. It is the mission of the CFMS to represent, support, and connect its members. The CFMS aims to communicate within its membership, as well as from its membership, to the world at large. As an ever-expanding organization, the CFMS continually strives to meet the consistent and changing needs of Canadian medical students.

Brief Description

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 meetings of all minutes 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. He promotes the activities of the CFMS, as well as the successes and advocacy efforts of medical students across Canada. He 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. He 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 also serve as the CFMS Executive Vice-President, assisting Victor Do (CFMS President) in his duties.

II. SELECTED MEETINGS ATTENDED

Sept 19-22nd 2019	CFMS Annual General Meeting	St. John's, NL
Sept. 29th, 2019	Communications Planning chat with Victor	Phone call
Oct. 1st 2019	Communications Dyad Handover	Phone call
Oct. 2nd 2019	AGM Bid Handover with Henry Li	Call
03-Oct-19	PRT Handover with Henry Li	Call
Oct 6th, 2019	HEART Committee Meeting	Teleconference
Oct 8th 2019	CFMS-FMEQ Strategy Discussion	Teleconference
Oct 20th 2019	Board Check-in with President	Phone Call
Oct 20th 2019	Board Meeting #1	Teleconference
Oct 25th-27th 2019	Fall Board Meeting	Ottawa, ON

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Oct. 28-30th, 2019	Communications Committee members onboard calls	Phone calls
Nov 11th 2019	CFMS App Working Group	Teleconference
Nov 18th 2019	Governance Committee Planning	Teleconference
Nov 21st, 2019	Interview Database IT planning	Teleconference
Nov 23-24th 2019	RDoC Board Meeting	Teleconference
Nov 24th 2019	Regional Directors Meeting	Teleconference
Nov 24th 2019	Board Meeting #3	Teleconference
Nov. 25, 2019	Virtual Care Task Force	Teleconference
Dec. 10th 2019	Governance Committee Meeting #1	Teleconference
Dec. 13th 2019	Royal College Fellowship Affairs Committee	Phone calls
Dec. 15th 2019	Board Check-in with President	Phone calls
Dec. 15th 2019	Board Meeting #4	Teleconference
Jan 4-5th 2020	Board Meeting #5	Toronto, ON
Jan. 12th 2020	Strategy with FMEQ	Teleconference
Jan 19th, 2020	HHRF Meeting with Dax	Teleconference
Jan. 26th,2020	CFMS App Working Group	Teleconference
Feb. 12th 2020	Governance Committee	Teleconference
Feb. 16th 2020	Board Meeting	Teleconference
Feb 23rd - 24th 2020	CFMS Day of Action	Ottawa, ON
Feb 23rd 2020	CFMS-MDFM Meeting	Ottawa, ON
Feb. 26th 2020	SGM Planning Call	Teleconference
Feb. 29th 2020	PRT	Teleconference
Feb. 29th, 2020	Communications portfolio strategic planning	Phone call
Mar. 8th 2020	RRT	Teleconference
Mar. 12th 2020	Onboard MD, AFMC, CFMS strategy meeting	Teleconference
Mar. 15th 2020	Board Meeting	Teleconference
Mar. 16th 2020	Governance Committee	Teleconference
April 4th 2020	Check in/dyad check in	Teleconference
April 4th 2020	Community Care Initiative Grants Adjudication	Teleconference
April 5th 2020	Board Meeting	Teleconference
Apr. 16, 2020	Board Teleconference pre-SGM	Teleconference
Apr. 16-18, 2020	Spring General Meeting	Teleconference
Apr. 19, 2020	uCMG Press Release Meeting	Teleconference

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03-May-20	Board Teleconference	Teleconference
09-May-20	Spring Board Meeting	Teleconference
Jun. 5, 2020	Royal College Medical Student Affiliate Business Case Review	Teleconference
Jun. 14, 2020	Board Teleconference	Teleconference
Jun. 15, 2020	PRT Teleconference	Teleconference
Jun. 20, 2020	Royal College Fellowship Affairs Committee Meeting	Teleconference
Jun. 25, 2020	CMA Virtual Care Task Force Meeting	Teleconference
Jun. 25, 2020	Meeting with IT contractor	Teleconference
Jul. 5 th , 2020	IT Officer Interviews	Teleconference
Jul. 11 th , 2020	RRT Meeting	Teleconference
Jul. 19, 2020	Board Teleconference	Teleconference
Jul. 25, 2020	CFMS Podcasts group meeting	Teleconference
Aug. 12 th 2020	AFMC Virtual Clinical Medical Education Task Force	Teleconference
Aug. 30, 2020	Board Teleconference	Teleconference
Sept. 03, 2020	McGill CFMS Presentation	Teleconference
Sept. 07, 2020	AGM Planning Meeting	Teleconference
Sept. 08, 2020	NOSM CFMS Presentation	Teleconference
Sept. 09, 2020	Manitoba CFMS Presentation	Teleconference
Sept. 11, 2020	Ottawa CFMS Presentation	Teleconference
Sept. 12-13, 2020	RDoC Board Meeting	Teleconference

III. ACTIVITIES OF THE VP COMMUNICATIONS

1. Information Technologies

- Coordinated and lead the transition of the CFMS IT infrastructures away from legacy Tigertech to GSuite from Google. Greatly improved security, reliability as well as user experience. Transition made with no losses of data.
- Coordinated and assisted in the IT development of the Electives Database, Interview Database and the CFMS HHR platform.
- Lead early developments of a CFMS Website Forum as well as a CFMS App Forum.
- Lead optimization of various parts of the website. Improvement of building infrastructure and increased security of the website.
- Co-lead discussions leading to the signature of an IT External Development contract with FireNet for the development of the CFMS HHR platform.
- Coordination of high-level website development with the National IT Officers as well as with the external IT Contractor from FireNet.

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2. Increasing Social Media Presence

- Expansion of social media outreach to member through the use of videos, which shows higher engagement.
- Assisting in various portfolios communications strategies/deliveries.
- Working closely with Clara Long, Atlantic RD, we launched the initiative “Showcase Thursday” where CFMS members initiatives/projects are showcased every week, resulting in high engagement of the membership.
- Led consultation to the RRT in order to assess the current status of the CFMS Communications and identify areas of improvement.
- Match Day Communications: Creation of a structured communications plan to responding to both the first and second iteration of the R-1 Match in conjunction with Student Affairs, Education and the President. Press release, graphics and website editing.
- Social media growth:
 - 2019-2020 growth rate of 115% on Twitter. Currently 10.6k followers.
 - 2019-2020 growth rate of 113% on Facebook. Currently 7500 followers.
 - 2019-2020 growth rate of 151% on Instagram. Currently 1.4k followers.
 - 2019-2020 growth rate of 208% on the mailing list, currently at 2799 recipients. The impressive growth from the mailing list is most likely due to the development of new ways for member to sign up for it.
 - 2582 CFMS Website accounts created in the 2019-2020 term
 - Represents about 30% of the membership.

3. Implementation of a new structure within the Communications portfolio

- Reorganization of the structure of the communications portfolio, assigning members of the committee to various CFMS portfolios in order to provide assistance in social media scheduling/editing/graphics creation. Increased efficiency of the communications to the membership and of internal communications within the CFMS.

4. CFMS Annual Review

- Worked in collaboration on the CFMS Annual Review with the amazing CFMS Annual Review Editor, Connor Brenna. The theme this year is Humanities in Medicine and we received many strong and amazing submissions this year. The Annual Review can be found on the website!

5. National Day of Action

- Coordination of National Day of Action communications in conjunction with the Government Affairs and Advocacy team.
- On-site communications training to the NDoA participants. Coordination of CFMS social media accounts on the Day of Action

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6. CFMS Podcasts

- Worked alongside Research in Medicine Podcast and the Student Affairs Wellness podcast in order to organize a framework around official CFMS Podcasts.
- Working closely with the CFMS Podcasts lead, we developed a first episode of a “general CFMS Podcast”, which will be released on multiple streaming platforms by the AGM.

7. 2023-2024 Incoming Class outreach

- Creation of a Facebook group hosting contests, webinars and information about the CFMS
- Atlantic RD worked closely with the CFMS reps to prepare 1st year CFMS Virtual Presentations
- In general, we saw high engagement at 1st year presentations and a record numbers of website account creation.

8. 2017-2022 Strategic Plan yearly implementation plan

- Alongside with Victor Do, CFMS President we have been working to develop our specific focus areas and implementation plan based on the 2017-2022 timeline.

9. Royal College Fellowship Affairs Committee

- Representation of the CFMS at the Royal College Fellowship Affairs Committee meetings.

10. CMA/RDocs/CFPC Virtual Care Task Force

- Representation of the CFMS at the Virtual Care Task Force, final report available [here](#) (Recommendations for Scaling Up Virtual Medical Services).

11. Other Activities:

- Assistance to the President, Victor Do in the context of my role of Executive Vice President
- Representation of the CFMS at the RdoCs November 2019 and September 2020 Board Meeting
- Member of the CFMS Governance Committee
- Liaison with the FMEQ with the Quebec Regional Director and CFMS President

VI. FUTURE PLANS & ACTION ITEMS

COVID-19 Implications: The onset of the COVID-19 pandemic has had far reaching implications for all CFMS members, as well as for our organization. A lot of work has been done in order to communicate to the membership in an efficient manner all new relevant information through Victor’s President Memos.

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Now that cases are decreasing, a lot of work yet has to be done in order to better adapt to the “new normal”, early work has been started in order to create a CFMS Forum for members to interact between each other in a safe environment – we hope this will create a sense of community in these times where social contacts are greatly limited.

You can visit our COVID-19 specific website [here](#) with more details and information on our work.

Future Plans:

Due to staff limitations in with the bilingualism committee, we were not able to translate the website in a satisfactory manner, however we developed a throughout process to facilitate website translations, which can be implemented as soon as this year. Another significant undertaking will be to develop a long-term strategy for the information technologies portfolio. As the website grows bigger and more features are added, the maintenance gets more complicated. The amazing 2020-2021 VP Communications is aware of these future directions and is excited to get started!

VII. REFLECTIONS AND CONCLUSIONS

This meeting will be my last one as a member of the CFMS Board of Directors. I am truly humbled and honored to have had the opportunity to serve the membership for the last 3 years - the last 2 years on the Board of Directors. This journey has been amazing, I had the opportunity to meet amazing friends and colleagues from all over Canada, work on projects that I'm passionate and most of all – having the privilege to serve colleagues from across all Canada.

I would like to thank Clara Long (Atlantic RD and Communications Attaché), Vivian Tan (IT Officer), Connor Brenna (Annual Review Editor), the whole communications committee as well as the CFMS Board of Directors for their support, friendship and incredible work. I'm always open to engage with my fellow medical students, if you want to chat about anything or have any questions, do not hesitate to reach out to me.

Adel Arezki

M.D., C.M. Class of 2021, McGill University
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