

SAIF E-communication Working Group

Draft minutes of meeting held on Monday 2nd February at 2pm at Consumer Focus Scotland

Present: Sandra Wilson, David Armstrong, Jean Alcock, Nicola Noon, Mary Evans, Jim Byrne and Susan Burn (minutes)

1. Apologies

There were no apologies.

2. Minutes of previous meeting held on 8th December 2008

These were agreed.

3. Matters arising not on the agenda

- a) Online audit tool - Susan has had an update from the company and work is resuming on this.

- b) Postcards – Sandra distributed some sample postcards. These will be discussed at the annual review along with a draft which David is working on. Susan has looked at a couple of companies who could produce these and the costs are very reasonable. Susan tried requesting the W3C guidelines on business cards from their site but received an email saying they were no longer in production.

Action

- Draft postcards to be discussed at annual review

4. Website news and spotlight pages

Susan reported that access to updating our website is intermittent, however the home page currently has details of the SAIF training programme on it and recent minutes and dates of meetings have been updated.

5. Website stats report

There have been no further website stats reports because of the current workload and the time required to compile them. This will be removed from the agenda until the new site is up and running.

6. E-communication: accessibility in practice

The SAIF training programme was posted and emailed out in the middle of January. There has been quite a lot of initial interest and enquiries. The programme includes 3 e-communication courses, one each in Aberdeen, Edinburgh and Glasgow. E-newsletters for each specific course will be sent out 6 weeks before the course date.

7. Website redesign

- a) The design of the website has been agreed and work is well under way with layout and content. Jim is looking for some more graphics to accompany each page. The group will have a think about this and send any ideas to Susan.
- b) Susan invited Jim to present the new website to the annual review.
- c) There was a discussion around developing more content in BSL for the website. This will be discussed further at the next working group meeting.
- d) The website is on schedule for completion within the next 8 weeks.

Action

- Working group to send images to Susan
- Jim to confirm he will attend annual review on Thursday 26th February
- Susan to send link to new site to group
- Nicola to find out more about SCoD helping SAIF with BSL content

8. Work plan 2008/Ideas for 2009

Sandra ran through the work plan for 2008 and it was agreed that we had met most of these objectives. The group then discussed new objectives for 2009. Ideas included:

- investigate increased use of BSL within SAIF website
- look at social networking tool
- review Making E-communication Accessible publication, (possible supplement around social networking)
- looking at developing on-line training

- more posters
- postcard pack
- approaching Microsoft for accreditation
- looking at delivering website to mobile phones
- promote and launch new website
- evaluate new website

Susan will draft work plan 2009 and circulate to group for final comments.

9. Other business

There was no other business.

10. Next meeting

The next meeting will be on Monday 23rd March at 2pm in the new offices of Consumer Focus Scotland on the 3rd floor of Royal Exchange House.