

## **SAIF E-communication Working Group**

### **Draft minutes of meeting held on Monday 23<sup>rd</sup> March at 2pm at Consumer Focus Scotland, (CFS)**

Present: Sandra Wilson, Jean Alcock, Mary Evans, Liz Urbanczyk, Jim Byrne and Susan Burn (minutes)

#### **1. Apologies**

Apologies from David Armstrong and Nicola Noon

#### **2. Minutes of previous meeting held on 2<sup>nd</sup> February 2009**

These were agreed.

#### **3. Matters arising not on the agenda**

Online audit tool – this is now complete. Susan will send link to working group members so they can have a look and feedback at next meeting.

#### **Action**

- Comments on online audit tool for next meeting

#### **4. E-communication courses**

Jean Alcock reported that unfortunately the e-comm courses in Aberdeen have been cancelled. There were a few bookings and we would have gone ahead if we were only making a very small loss, which we could have recouped in other training, however with travel and other costs it could not have been justified. Edinburgh bookings are already much healthier and Jean is confident that both Edinburgh and Glasgow courses will go ahead.

We are looking into providing in-house e-communication courses and a draft in-house proposal will be presented to local strategies working group at their next meeting.

#### **Action**

- Send copy of proposal to Sandra once agreed by local strategies

## **5. Website redesign**

This agenda item came at the end of the meeting on Jim's arrival. Before Jim arrived, the group took 10 minutes to look at the design of the new site and make some comments.

Jim took us through the new site and listened to our comments. He is confident it will be ready to go live within the next 3 weeks. Susan will go through the site thoroughly and list all changes needed and email to Jim by the end of this week. Jim reminded us that changes can still be made once the site is up and running.

### **Action**

- Susan to send list of changes to Jim

## **6. Postcards**

Following much discussion at the annual review, it has been decided to pursue both options of postcards and wire bound A6 booklets. More work needs to be done on the design and content of these. Defer to next meeting.

### **Action**

- Ask David to bring example wire bound booklet to next meeting

## **7. Feedback from annual review and work plan 2009**

Sandra ran through all 10 points on our 2009 work plan. The following points were noted:

- a) We need to establish a completion date for our website so we can then arrange a launch – check with Jim
- b) Create a marketing strategy for our website, this should include using our e-bulletin to its best advantage, checking our web address is high on list of returns when put into search engines, making sure all information coming out from SAIF displays our web address – Susan will check with CFS and pull together a draft document for next meeting
- c) Think about targeting organisations to put a link on their site to SAIF, for example local authorities, or if

organisations are mentioning us in any material suggest they put a link to our site

- d) Mary suggested bookmarks as a marketing tool and this might sit with a postcard campaign – Susan to get some costs
- e) Other discussions included how we might launch our website, perhaps organise a mini-conference and invite an appropriate Minister from Scottish Government. Sandra suggested that as 2009 was the 200<sup>th</sup> anniversary of the birth of Louis Braille this might be a starting point for raising interest in our new website and any new publications. Susan will find out his date of birth.
- f) It was decided that by June we would have had another look at our Making E-communication Accessible (MEA) publication to check it is still relevant and does not need updated. Mary and Liz, who have not been involved in its publication to date, agreed to read it and provide feedback for the next meeting. It was suggested we could provide a supplement on the accessibility of social networking sites.
- g) The group agreed to send any articles about accessibility and social networking to Susan for the next meeting. Sandra will try some of the accessibility tools available and report back to the next meeting. It would be worth researching what is being said by RNIB, British Computer Association for Blind People and AbilityNet.
- h) Regarding our poster packs we have agreed to produce 2 new posters this year: one on Excel and one on communication support in conjunction with Communication Forum Scotland, (CFS). Susan to liaise with Amanda Bennett from CFS on the latter and we will have a think about Excel. It was suggested that this might be something a student on placement could pursue.
- i) Online training – the group felt we needed to be clearer about what we are looking for before we progress with this. Sandra will visit the JISC site to find out more.

## **Actions**

- Susan to check website completion date
- Susan check marketing strategy with CFS
- Susan to get costs for bookmarks
- Susan check Louis Braille date of birth
- Mary and Liz to read MEA
- Sandra to try social networking accessibility tools
- Susan liaise with Amanda Bennett
- Sandra to visit JISC website to find out more about online training

## **8. Other business**

There was no other business.

## **9. Date of next meeting**

The next meeting will be on Tuesday 19<sup>th</sup> May at 2pm in the board room at Consumer Focus Scotland.