

SAIF Ecommunication Working Group

Draft minutes of meeting held on Tuesday 4th May 2010 at 11.30am at Consumer Focus Scotland

Present: Sandra Wilson, Mary Evans, Nicola Noon, Jean Alcock, Alex Stuart and Susan Burn (minutes)

1. Apologies

Apologies were received from David Armstrong.

2. Minutes of the previous meeting held on 15th March 2010

These were agreed.

3. Matters arising not on the agenda

There were no matters arising.

4. Website update

Susan reported that Jim has now made some of the changes requested to the site and we will now be getting our statistics from Google Analytics. He is still working on reliable download figures for our publications.

Sandra updated the group on some actions from the last meeting of the short-term promotional strategy working group which will pass to this group. The communication strategy developed by the promotional strategy working group will be circulated to all SAIF members in due course and will list the actions.

Action

- Susan to continue to liaise with Jim
- Susan to circulate relevant promotional strategy group information to forum

5. Review of Accessibility in Practice courses

A review of some accessibility issues in these courses has now been written and emailed to the group by one of the course delegates, DK. The course material now needs revised in view of these comments. Jean will have a look at one of the courses to establish how time-consuming this will be. Following on from

this, if we decide the time is right to make the changes, Sandra is happy to review material for correct wording for people using screen readers.

Action

- Jean to look at one course and liaise with Susan and Sandra
- Susan to email thanks to DK

6. Paper on social networking and accessibility

Sandra had distributed her revised draft paper. Alex volunteered to have a look at this draft and email comments to Sandra and Susan. Once this has been finalised it will go on our website.

Action

- Alex to email comments to Sandra and Susan

7. Making Information Accessible Booklet

This is now at the printers and will go on our website within next week. There was a query over BCC which Susan will confirm.

Action

- Susan to progress with printers and online

8. Postcards

There was another lengthy discussion over the postcards following on from Amanda Bennett's email comments on the drafts. After much deliberation it was decided that we will not produce any postcards at the moment. It may be that we consider this idea again in the future.

Action

- Susan to feedback to Amanda

9. Workplan

Sandra ran through the workplan.

Action

- We will consider the rewrite of Making Ecommunication Accessible at the next working group meeting

- Susan to find out more about Consumer Focus Scotland's policy on charging for downloadable publications
- We will look again at online training once this has been discussed at the local strategies working group
- Nicola will look at increasing the use of British Sign Language on our site

10. Other business

Susan reminded the group of the raising awareness training for forum members and staff on Wednesday 12th May at the Glasgow Centre for Inclusive Living.

11. Date of next meeting

Our next meeting will be on Tuesday 27th July at 2pm here at Consumer Focus Scotland.