

SAIF Ecommunication Working Group

Draft minutes of meeting held on Monday 15th March 2010 at 2pm at Consumer Focus Scotland

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

Amanda Bennett from the Civic Participation Network project joined us for the first hour of the meeting to discuss our joint postcard initiative.

1. Apologies and welcome

Apologies were received from Alex Stuart. The group welcomed Amanda Bennett to the meeting.

2. Postcards

The first hour of the meeting was set aside to come up with a number of catchy phrases which we could use to promote key messages on a series of postcards. The aim would be to raise awareness of both accessible information and communication support needs.

It was agreed that the postcards should be able to stand on their own and should have a call to action on the back along with contact details of both organisations.

After much discussion and debate the following rough outlines were agreed:

- More than just a large font
- Save time and money
- More than alternative formats
- Communication disability can be a hidden disability
- All communities include people with communication support needs
- Ask me to speak for myself

These will form the basis of each postcard in some way or another and will have follow up text on the reverse of the postcard. Susan will attempt to mock up the 6 postcards then send to the group for their comments.

Amanda Bennett then left the meeting.

Action

- Susan to mock up postcards and send round group for comments

3. Minutes of the previous meeting held on 25th January 2010

These were agreed.

4. Matters arising not on the agenda

There were no matters arising.

5. Website update

Susan reported that since the website has been moved we have lost our previous statistics package and that she was not comfortable with the alternative figures provided or their format. She will contact Jim as soon as possible to resolve this so that we may return to collecting robust, accessible statistics, in particular on visits and downloads.

Action

- Susan to speak to Jim

6. Review of Accessibility in Practice courses

Jean has this in hand and will feedback at next meeting.

Action

- Jean to feedback at next meeting

7. Paper on social networking and accessibility

Sandra distributed her draft paper which the group thought was excellent. Sandra will now send this to David for his comments and will provide a draft for the group by the next meeting.

Action

- Sandra to send paper to David for comments and to circulate new draft before next meeting

8. Review of posters

Jean had done an excellent job revising our making information accessible posters. A few minor changes were agreed. Susan

will now get a quote from the printers before finalising layout and format.

Action

- Susan to progress with printers

9. Work Plans 2009/2010

Sandra quickly ran through our work plan for 2010 as agreed at the annual review. There were no additional comments.

10. Other business

There was no other business.

11. Date of next meeting

The next meeting will be on **Tuesday 4th May 2010** at **11.30am** in the meeting room at Consumer Focus Scotland. A sandwich lunch will be provided.