

## **SAIF Ecommunication Working Group**

### **Draft minutes of meeting held on Monday 16<sup>th</sup> January 2012 at 2pm at Consumer Focus Scotland, (CFS)**

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

#### **1. Apologies**

Apologies were received from Nicola Noon and David Armstrong.

#### **2. Minute of the previous meeting held on 31<sup>st</sup> October 2011**

The minute of the previous meeting was agreed.

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

There were no matters arising.

#### **4. Website update**

Susan agreed to send a summary of the google analytics report in Word rather than the PDF which google generates.

Visits are still well up on last year, with an overall increase of 100% for the year. A detailed report will be available for the annual review in February.

Alex had looked at where we come in results when folk search for SAIF or Scottish Accessible Information Forum or accessible information. In general we were in the top 4 results which is excellent.

Sandra wrote a small piece on the progress being made with notetakers reading PDFs. However, on reflection she felt it would not be ideal for our website. We will keep it hold for the time being.

#### **Action**

- Susan to speak to Jim about page names
- Susan to find out about Equality Duty requirements for 2012

## **5. Elearning**

We have now completed our online survey on elearning and have had over 70 responses from interested people. The group agreed that taking this forward should now be a priority for us.

Jean has agreed to update our raising awareness module content and to develop a further module based on the hidden accessibility course. We would hope to offer a range of modules over time in natural succession.

Susan is meeting Jim Byrne on 24<sup>th</sup> January to find out more about creating our own Virtual Learning Environment on the SAIF website. Jim has recently done this for LEAD Scotland.

In addition, Susan will meet Lesley Reid from NHS Lothian on 14<sup>th</sup> February to find out more about their elearning platform.

This would mean we have 3 options to offer those people who replied:

1. We can provide the content in Word and they can use it on their own platform.
2. We will be able to run an elearning module on our own website for people to use.
3. People may be able to use the NHS Lothian platform and access the SAIF module there along with other modules.

We agreed that wherever the module sat it should look consistent for evaluation purposes. SAIF should be acknowledged as the source and all participants should provide feedback to SAIF as this is still very much a pilot exercise.

After the initial pilot we can advertise the course more widely.

Sheila suggested we emphasise the requirements of the Equality Duty regarding accessible information and highlight how this module could help meet some of those requirements.

### **Action**

- Susan to get back to all survey respondents with an update

## 6. **Social Networking Guide**

We are waiting for a redraft of this guide from David for Susan to circulate to the group for comments. This will allow a final draft to be considered at the next ecommunication working group and the finished paper to be published this financial year.

David has also begun work on a follow up article about why social media is so important for disabled people.

In the meantime Susan has begun a brief guide on PDFs and accessibility.

### **Action**

- David to email his draft to Susan
- Susan to continue work on PDF guide and circulate to group for comments
- Susan to find out more about PDF 2012

## 7. **Work Plan 2012**

1. The following draft work plan was agreed for presenting at annual review.
2. Monitor our Twitter presence and develop a more strategic approach. Target 600 followers.
3. Produce regular newsletters signposted to our website. Target quarterly.
4. Update the website content and add an increasing range of accessibility guidance – target 2 new online products over the year.
5. Promote use of BSL within websites.
6. Provide regular website statistics - monthly.
7. Maintain website as an example of good practice and maintain website statistics to measure usage – target 10% increase on 2011.

8. Establish and develop elearning training modules – target 2 modules
9. Look into providing accessible document templates.
10. Analyse requests from enquiries database to continue to meet needs
11. Track digital communication for accessibility issues and respond as appropriate

### **8. Other business**

Alex reported that he had met with David Sloan, a researcher at the University of Dundee who is involved with the work of eAccess+. We will invite David to attend our next meeting.

#### **Action**

- Susan to email David Sloan
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### **9. Date of next meeting**

Our next meeting will be on **Monday 12<sup>th</sup> March** at the earlier time of **1pm** here at Consumer Focus Scotland.