

SAIF E-communication Working Group

Draft minutes of the meeting held on Monday 16th April 2007 at 2.00pm in the SCC

Present

Sandra Wilson, Jean Alcock, Nicola Noon, David Armstrong, Eva Bolander, Jim Byrne, Catherine Brys, and Susan Burn (minutes)

1. Apologies

None

2. Minutes of previous meeting

Agreed

3. Matters arising

- a) Sandra welcomed the new members to the group and folk introduced themselves.
- b) After discussing our online publications on the Disability Discrimination Act with the standards group, Susan has now removed these from the website.
- c) Eva has emailed UPDATE for statistics on use of the Formats Resource.
- d) Eva to put a sample PowerPoint presentation on the website.
- f) Susan and Eva reported that filters had been implemented by the Scottish Consumer Council which have drastically reduced the amount of SPAM we receive. Therefore there is now no issue with feedback forms or email addresses on our site.
- g) Jim will attend the local strategies group on Monday 23rd April to look at a training event around Making E-communication Accessible, (MEA).

Action

- Eva to email accessibility statement to Sandra to check that her comments have been incorporated
- Eva to follow up statistics on Formats Resource
- Eva to put PowerPoint presentation on website

4. Website Report and Statistics

a) Eva reported that MEA is now available online in Word, PDF and HTML. The next publication to be put online will be the Guide to User-led Reviews.

b) Statistics on visits to site and downloads are still being compiled and will be circulated prior to our meeting on 30th April.

Action

- Eva to circulate updated statistics to all forum members before meeting on 30th April

5. Website news and spotlight pages

Susan talked about the news on our home page at the moment and current spotlights. Other information to be put on includes the Scottish Council on Deafness conference, AbilityFest and perhaps an article on writing for the web from David. The group was reminded to take photographs of any events happening to accompany the news and spotlights.

Action

- Susan to continue to update

6. Email bulletin

The last e-newsletter was circulated at the start of December. The next one was due to go out in March following the annual review and the publication of the Standards, however distribution of the Standards has been delayed therefore the email bulletin will go out when they are launched later in May.

Action

- Susan will send draft of next e-newsletter to the group for comments

7. Work plan 2007

a) Sandra took us through the work plan for 2007 and suggested we put together our own action plan from this with deadlines.

b) The group discussed how we could work to continue to improve accessibility in line with the W3C AAA standard and also talked about the new standards and their implications. Eva will have a look to see what points we can improve on before the next meeting.

c) The group considered ways to increase the hits to our site to 9000 per month. The average is around 8000 visits per month at the moment. We discussed using the e-newsletter to redirect folk to our site and also extending our network to include the e-newsletters of other organisations, for example Inclusion Scotland and Equality Updates, to promote our own.

Jim talked about email marketing and some ideas on this. This can be discussed more fully at the meeting on the 30th April. It was agreed we should move part of point 3 to sit with point 10. Susan will do this in consultation with Steve.

d) It was agreed there were 2 main issues around point 4, which were:

- where is the web at large going
- how do we want our own website to develop?

We talked about what SAIF should be aware of in terms of what else is happening in the world of e-communication and accessibility, for example video. Nicola suggested that we put the BSL video clip introducing the Standards on YouTube. The group felt this was an excellent idea.

e) Training on MEA was discussed. It was felt that this agenda item should sit with both the e-comm group and the local strategies group. Local strategies will be discussing this at their next meeting. Group members agreed to look at MEA and get back to Susan with the main points they felt should be included in a training event.

We agreed to keep UPDATE informed of any training we decide to do as they run some training in this area. As Lionel is on the local strategies group he will be involved in all decisions around any training event on MEA.

f) The group talked about the next set of posters we would like to produce and ideas of combining our posters into a leaflet or loose-leaf information pack. It was agreed we would produce 3 new posters:

- how to make PDFs accessible - Jim
- how to make PowerPoint accessible – Jean A

- how to make Email accessible - Catherine

The volunteers named above kindly agreed to work on draft versions of these. Help is available from Susan and Eva if needed at any stage by email. We anticipate these being printed by the end of June.

Other suggestions for the future included how to prepare documents for braille and audio transcriptions. Eva noted that we may need to reword one of our posters to "Making Written Information Accessible". We will look at that in due course.

Nicola suggested that we keep in mind plain English use as a recommendation in all posters.

g) It was agreed that we would review the MEA publication in the autumn.

h) The group discussed points 8-12 together under the heading marketing strategy. We will have a clearer idea of our strategy following the meeting on the 30th April.

i) Mary Evans is looking into copyright law and will keep us informed.

j) The group agreed to consider content for our funding application for the period 2008-2011 at our next meeting.

Actions

- Eva to look at specific points from W3C AAA standards for increasing accessibility for next meeting
- Susan revise workplan as discussed
- Susan/Eva to look at putting video clip on YouTube after discussion at meeting on 30th April
- Group members to let Susan know their thoughts on training on MEA as early as they can before the next meeting
- Susan to keep UPDATE informed of training events on MEA
- Jim, Jean and Catherine to work on posters in liaison with Susan and Eva
- Review MEA publication in autumn
- Consider funding application at next working group

8. Meeting on 30th April

Sandra will chair this meeting with Jim leading the day. Jim talked about looking at what is current and relevant to SAIF's work in the world of e-communication and what SAIF's role could be in this. Some examples included pod casting, RSS, audio and video.

Jim and Eva will meet and prepare an agenda for the day for Susan to distribute to forum members next week.

We will require internet access that day and the use of 3/4 laptops and the projector. Susan/Eva to organise this.

Actions

- Eva and Jim to meet on 23rd April and have agenda ready for Susan to distribute to forum members
- Susan to organise internet access with hotel
- Susan/Eva to organise equipment

9. Other business

Sandra and Nicola volunteered to become web editors and help with the day-to-day updating of the website, for example minutes, news and spotlights. Susan, Eva and Steve to discuss this further.

Actions

- Susan, Eva and Steve to discuss remote web editing

10. Next meeting

The next meeting will be on **Monday 11th June** at **2.30pm** in the large meeting room at the **Scottish Consumer Council**.

Summary of minutes

- Consider training on MEA
- Produce 3 new posters by end of June
- Review MEA publication in autumn
- Consider marketing strategy
- Meeting on 30th April to discuss role of SAIF in e-communication