

CCIF Toronto
Marriott Hotel

January 15, 2005

Communications Committee Report

New CCIF Web Site

Mike Bryan reported that the new CCIF web site was nearly ready and promised a launch date by the end of February. Key features of the site will be:-

- Newswire service on the home page, with regular updates provided by Bodyshop.
- Polling and survey feature.
- Message Forum

The main menu items will be:-

- Meeting Schedule
- Archive
- Committee Reports
- Industry News
- Sponsors
- Message Forum
- Industry Links
- Reader Polls
- Francais

The launch of the new site would enhance CCIF's capability as the industry's national voice, provide an interactive communication tool and increase connectivity among industry stakeholders.

The breakout session was used to gather further ideas on content, on the posting process, privacy issues and the target audience.

Content, Menu and Capability Issues

- Participants suggested the following additional menu items, capability and content:
 - Video clips, eg. training (capability)
 - Training (menu item)
 - Best Practices (content)
 - International News (menu item)
 - Voice conferencing eg. for committees (capability)
 - On-line registration for CCIF meetings (capability)
 - Format for committee reports and presentations (content)

There was concern that the Message Forum feature may be abused and that it would not be practical to police it continuously. It was recommended that the inclusion of this feature be postponed, at least until the site was running smoothly and was reflecting the non-confrontational culture of CCIF.

It was recommended that CCIF Committees be consulted with regard to their needs, so this report is being forwarded to the Chairmen of active committees for their comments - Parts & Materials -Brian Kelleher, Cycle Time – Ken Friesen, Communications – Mike Mario.

Posting Process

The process would have to be simple in order to work. It was agreed that the current reporting process could be applied to web site posting, ie. articles, reports etc. would be sent to the CCIF Administrator who would forward them to the CCIF Chairman for approval. On receiving approval the Administrator would post the items.

Privacy Issues

It was agreed that posting of the CCIF registrant list was desirable and acceptable as long as it only showed name, company, city and province. The web site should be used to build the contact data base, so visitors should be invited to submit their email address for CCIF updates, on the understanding that their address will be kept confidential and that they may unsubscribe at any time.

Audience

The web site would be particularly useful for keeping informed those who attend just the one meeting in their local area and who might otherwise have little further contact with CCIF until it returns to their area.

The web site will also serve to inform industry people who have little or no knowledge of CCIF.

Actions

Mike Bryan committed to having the web site fully operational by the end of February and to including two of the proposals from this breakout session before the next CCIF:-

1. On-line registration
2. Format for committee reports and presentations

Mike Bryan

See Appendix for Breakout session participants

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Communications Committee Breakout Session Participants

Michel Guerette
John Poole
Robin Popow
John Scissons
Ken Boulton
Joe Plati
Bob Telford
Dana miller
Brian Edwards
Doug Whitehead
Mark Sceeles
Brian Busby
John Rodrigues
Larry Jefferies