

# EXECUTIVE REPORT

*Usman Khan, CFMS VP Communications  
2017 Annual General Meeting Report  
September 22<sup>nd</sup> – 24<sup>th</sup>, 2017, Ottawa, ON*



## I. DESCRIPTION OF POSITION

From the CFMS bylaws:

The Vice President of Communications shall appropriately publicize the activities of the Federation and facilitate communications within the Federation. The VP Communications is responsible for coordinating communications within the CFMS, as well as developing and expressing CFMS messaging to external bodies and stakeholders. This is a fairly broad mandate and it manifests in multiple ways that can be organized into two categories.

1. First, the VP Communications is responsible for Internal Communications and serves as the primary contact point for Canadian medical students. CFMS members are kept informed through our biweekly Communiqué, as well as through updates to our website and social media. The VP Communication serves as co-editor of our publication, the Annual Review, and is responsible for tasks, such as recording meeting minutes.
2. Second, the VP Communications is responsible for External Communications. All media contact is directed through the VP Communications, and daily media monitoring constitutes a significant portion of the role. Press releases and other public announcements are drafted by the VP Communications, following consultation with the Executive and other relevant groups.

Much of the VP Communications' tasks are carried out in conjunction with other members of the Executive (e.g. the VP Government Affairs and Lobby Day), CFMS Officers (e.g. our IT Officers), and our committees (e.g. the Media Engagement Committee).

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## II. MEETINGS ATTENDED

Date	Meeting	Location
May 02, 2017	Handover VP Communications	Teleconference
May 04, 2017	On-boarding with CFMS President	Teleconference
May 05, 2017	On-boarding with President-elect	Teleconference
May 10, 2017	CFMS Executive Meeting	Teleconference
May 11, 2017	Social Media Updates	Teleconference
May 16, 2017	IT Updates	Teleconference
May 16, 2017	CFMS Representatives Meeting	Teleconference
May 27, 2017	CFMS Welcome Letters + Website Development	Teleconference
May 31, 2017	Drop-in President's Roundtable	Teleconference
Jun 05, 2017	IT Meeting – Website Tasks	Teleconference
Jun 19, 2017	Social Media Team Meeting	Teleconference
Jun 20, 2017	MD Financial Management	Teleconference
Jun 25, 2017	Drop-in President's Roundtable	Teleconference
Jul 7-9, 2017	Summer Executive Meeting	Calgary, AB
Jul 19, 2017	CFMS Representatives Meeting	Teleconference
Jul 31, 2017	Teleconference with ITO Jr.	Teleconference
Aug 4, 2017	Teleconference with ITO Jr.	Teleconference
Aug 11, 2017	PanMEDIC Collaboration	Teleconference
Aug 15, 2017	MD Financial Management – Prototype Testing	Ottawa, ON
Aug 19-22, 2017	CMA General Council	Quebec, QC
Sep 10, 2017	AGM Planning	Teleconference
Sep 11, 2017	CaRMS Photoshoot Plan	Teleconference
Sep 13, 2017	CFMS Representatives Meeting	Teleconference
Sep 19, 2017	CFMS Executive Meeting	Teleconference
Sep 21-24, 2017	CFMS Annual General Meeting	Ottawa, ON

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## III. PRIORITIES AND PROJECT AREAS

### 1. Website Development

Over the last few months, an issues list was determined and developed for the new CFMS website. Items were prioritized based on urgency. These items were then finalized in consultation with specific portfolios. The cost of each issue, with the help of VP IT Jr., Pavel Yarmak, was determined. We then managed to recruit a student-developer with significant experience in website development and programming and are now nearing the website's completion.

### 2. Mobile Application Development

An outline for a permanent, CFMS owned, mobile application was determined and developed. The initial vision was to use this for CFMS's general meetings that occur in the Spring and Fall. However, we would now like to expand this idea further and have an application that our members can use throughout the year. We hope it can send out notifications regarding important CFMS items as well. This task will be taken on by the IT team and worked on for the next year.

### 3. Humans of Medicine

It has been privilege for me to personally start an initiative titled "Humans of Medicine." The goal was to capture CFMS members across the country. This initiative has been a great success, drawing an enormous amount of viewership onto our Facebook page. Many posts go on to have multiple shares to various organizations/pages, hundreds of likes, and often 10-15,000 people reached.

### 4. Meeting Minutes

One of the least visible tasks associated with this portfolio has been the creation of minutes for Executive Meetings and General Meetings. Lists of action items arising from the meeting have also been compiled to facilitate tracking of those items by the Executive.

### 5. CFMS Communiques

Communiques over the past couple months were generally sent bi-weekly to the membership and subscribers of the CFMS Communique. Significant changes were made in the way information was disseminated. Inclusions of graphics and visuals were emphasized and have now become a standard to help with better member engagement.

### 6. CFMS Representatives

Representatives were engaged and discussions were hosted on key issues pertaining to our organization, in addition to those relating to certain schools.

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## 7. External Engagement

With the help of multiple portfolios, a press release was put out in May 2017, speaking to the issue of unmatched colleagues. There were several responses from unmatched learners which were connected to VP Education, Tavis Apramian. In addition to this, CFMS collaborated with the Toronto Star and an article was published on June 17, 2017 regarding unmatched learners.

## 8. Instagram

This has been a challenging task associated with the portfolio. As the previous executives struggled to engage students through this social media platform, I decided to leave this to the next VP Communications due to the short nature of my term.

## 9. Twitter Campaigns: #CFMS40 and #DearFutureMD

With the help of Henry Anan, CFMS President-elect, and Kaylynn Purdy, Ontario Regional Representative, the two twitter campaigns led to extensive engagement by members and non-members of the CFMS.

## 10. Annual General Meeting 2017 – Ottawa, ON

Contributions to this event included designing the invites, designing advertisement banners, helping the Chair to set the agenda, and assisting the Chair with the necessary updates on the AGM section of the website.

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## IV. FOLLOW UP, VISION, GOALS & RECOMMENDATIONS FOR THIS POSITION

### 1. Website Development

As the website tasks are completed over the next few weeks, they need to be ensured for proper functionality. Follow-up on each of the tasks will be necessary. The remaining executive should also be asked to visit their portfolios on the website and ensure it has been updated to their liking.

### 2. Mobile Application Development

As this task will be taken on by the IT team and worked on for the next year, members of the CFMS who have experience in developing will likely need to be recruited to help ensure a timely delivery.

### 3. Humans of Medicine

Continuing to collect and share stories of CFMS members to our social media platforms will be fundamental to help increase our presence at the national level.

### 4. CFMS Video

There is a dire need for a new short and engaging video, that highlights what the CFMS does and how students can become involved. This can be shared at each of the general meetings in subsequent years.

Should there be any questions pursuant to this update, please do not hesitate to contact me.

A handwritten signature in black ink that reads 'Usman Khan'.

### Usman Khan

MD Candidate 2019 | University of Ottawa  
Vice-President Communications | Vice-Présidente aux communications  
Canadian Federation of Medical Students | Fédération des étudiants et des étudiantes en médecine du Canada