

# EXECUTIVE REPORT

*Christina Schweitzer, CFMS VP Communications  
Annual General Meeting Report  
September 21-23, 2018, Montreal, Quebec*



## I. DESCRIPTION OF POSITION

From the CFMS bylaws, the VP Communications shall:

- a) *Promote the CFMS and its services*
- b) *Publicize the activities of the CFMS*
- c) *Facilitate communications within the CFMS*
- d) *Keep or cause to be kept meetings of all minutes of the CFMS Board and of General Meetings*
- e) *Oversee online activities of the CFMS (including website, Facebook, Twitter, Instagram and LinkedIn accounts)*

In practice, the VP Communications guides the internal and external communications of the CFMS and manages the public profile of the Federation. She promotes the activities of the CFMS, as well as the successes and advocacy efforts of medical students across Canada. She is responsible for maintaining regular contact with medical school representatives, engaging individual members of the CFMS, and communication with external organizations when this responsibility falls outside of the duties of the President. She also serves as the Co-Editor of the *CFMS Annual Review* magazine and oversees the CMAJ Student Humanities Blog. The VP Communications is the contact person for any news media requests.

## IV. MEETINGS ATTENDED

<b>Date</b>	<b>Meeting</b>	<b>Location</b>
Sep 26, 2017	Handover VP Communications	Teleconference
Sep 26, 2017	On-boarding with CFMS President	Teleconference
Sep 28, 2017	IT planning meeting with IT Officer Sr.	Teleconference
Oct 13, 2017	CFMS Fall Board Meeting	Ottawa, ON
Oct 22, 2017	CFMS Communications Team strategy meeting	Teleconference
Oct 29, 2017	CFMS Communications Team strategy meeting with CFMS President	Teleconference
Oct 29, 2017	CFMS Media Engagement Committee onboarding	Teleconference
Oct 31 – Nov 4 2017	TEDMED Conference (as part of CMA & Joule delegation)	La Quinta, California
Nov 1, 2017	CFMS Representatives Round Table	Teleconference
Nov 5, 2017	Annual Review planning meeting	Teleconference

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Nov 8, 2017	MD Financial – CFMS Partnership meeting	Teleconference
Nov 19, 2017	CFMS Board Meeting	Teleconference
Dec 5, 2017	Teleconference with MD Financial OnboardMD team	Teleconference
Dec 6, 2017	CFMS IT planning meeting	Teleconference
Dec 10, 2017	CFMS Board Meeting	Teleconference
Jan 5-7, 2018	CFMS Winter Board Meeting	Calgary, AB
Jan 8, 2018	AFMC unmatched Canadian medical graduates meeting	Teleconference
Jan 16, 2018	Communications strategy meeting with CFMS President	Calgary, AB
Jan 19, 2018	Strategy meeting with VP Education & VP Student Affairs	Calgary, AB
Jan 28, 2018	CFMS wellness initiatives planning meeting	Teleconference
Feb 3, 2018	CFMS Communications Team strategy meeting	Teleconference
Feb 4, 2018	CFMS Board Meeting	Teleconference
Feb 5, 2018	CFMS Day of Action planning teleconference with VP Government Affairs	Teleconference
Feb 7, 2018	CFMS Day of Action communications planning teleconference with CMA	Teleconference
Feb 8, 2018	CFMS Day of Action communications planning teleconference with CMA	Teleconference
Feb 9, 2018	CFMS & MD Financial / Dragonfly meeting	Ottawa, ON
Feb 10, 2018	MD Financial – CFMS Partnership meeting	Ottawa, ON
Feb 10-11 2018	CFMS National Day of Action on Indigenous Mental Wellness – Training weekend	Ottawa, ON
Feb 12, 2018	CFMS National Day of Action on Indigenous Mental Wellness – Parliament Hill	Ottawa, ON
Feb 12, 2018	Meeting with MP Stephanie Kusie on Indigenous Mental Wellness	Ottawa, ON
Feb 13, 2018	Meeting with CMA on CFMS membership engagement strategy	Ottawa, ON
Feb 13, 2018	Meeting with MD Financial OnboardMD	Ottawa, ON
Mar 13, 2018	Strategy meeting with CFMS President	Teleconference
Mar 22, 2018	uCMG Press Conference with OMSA & Ontario MLA Gila Martow	Toronto, ON

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Mar 26, 2018	CFMS Representatives Round Table	Teleconference
Apr 1, 2018	CFMS uCMG Lobby Day planning meeting	Teleconference
Apr 9, 2018	CFMS uCMG support strategy planning meeting with VPs Finance, Education and Student Affairs	Crowsnest Pass, AB
Apr 9, 2018	uCMG Lobby Day strategy planning with VP Government Affairs	Teleconference
Apr 11, 2018	Communications team organizational structure planning meeting with Executive VP	Calgary, AB
Apr 15, 2018	Communications team organizational structure planning meeting with Executive VP	Teleconference
Apr 18, 2018	CFMS Board Meeting	Teleconference
Apr 20, 2018	Medskl – CFMS Partnership meeting	Teleconference
Apr 25, 2018	CFMS Wellness communications strategy planning meeting	Teleconference
Apr 26, 2018	Royal College Competency By Design Workshop	Halifax, NS
Apr 26-28	CFMS Spring General Meeting	Halifax, NS
Apr 29-30	Canadian Conference on Medical Education (CCME)	Halifax, NS
May 16, 2018	MD Magazine-CFMS promotional meeting	Teleconference
May 20, 2018	CFMS Board Teleconference	Teleconference
Jun 1-4, 2018	CFMS Summer Board Meeting	Toronto, ON
Jul 3, 2018	CFMS uCMG Lobby Day Follow-Up Meeting	Teleconference
Jul 4, 2018	IT Planning Meeting	Teleconference
Jul 8, 2018	CFMS Board Meeting	Teleconference
Jul 15, 2018	CFMS Communications Committee Meeting	Teleconference
Aug 12, 2018	CFMS Board Teleconference	Teleconference
Aug 19-21, 2018	CMA Health Summit	Winnipeg, MB
Sep 7, 2018	CFMS Board Teleconference	Teleconference
Sep 11, 2018	CFMS AGM Planning Teleconference	Teleconference
Sep 20-24, 2018	CFMS Annual General Meeting	Montreal, QC

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## II. PRIORITIES AND PROJECT AREAS

### Day-to-day activities:

- Managing internal & external communications of the CFMS
- Fielding media requests and coordinating responses
- Responding to emerging events and issues, including issuing Press Releases and Open Letters
- Managing partnerships with external organizations
- Writing the Communiqué newsletter, circulated approximately biweekly
- Social Media: managing the CFMS social media presence, promoting the work of the CFMS, encouraging grassroots member engagement, highlight medical student successes, and horizon scanning for medical education issues
- Promoting advocacy initiatives, articles and policy announcements that further official CFMS positions, including position statements adopted at general meetings (e.g. pharmacare), as well as local advocacy initiatives (e.g. provincial days of action)
- Chairing and overseeing the Media Engagement Committee and creation of graphics and social media posts
- #HumansOfMedicine social media series and #HowWeAdvocate used to highlight medical student successes and stories
- Coordinating with the Quebec Regional Representative and the Bilingualism Committee to enable the translation of key website pages, press releases and posts into French
- For full list of press releases, announcements, and media coverage of the CFMS, please see: <https://www.cfms.org/news/>

### Innovation:

- Revamping and standardizing Communiqué format with consistent graphic style and categories to improve readability, adding 'CFMS in the News' and #HowWeAdvocate content
- Backdated issues of the Communiqué now available on the CFMS website (login required)
- Re-booted and revived the CFMS Instagram and LinkedIn accounts
- Oversaw the completion of new website development and retirement of old website
- New direct-to-member communications system developed to improve engagement and information flow directly to members – *implementation in progress*
- Strategic planning for communications officers to be embedded in portfolios to improve communications efficiency and delivery
- Major expansion of the Communications team to enable more sustainable and efficient workflow and improve collaboration between portfolios
- Successfully advocated for the creation of student and resident-level Joule Innovation Grants: 4 grants of \$5,000 now available this application cycle

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## **Projects:**

- Co-Editor of the *CFMS Annual Review* magazine: planned magazine theme, content, and recruiting contributors, and writing several contributions
- Planned Communications, Public & Media Relations for CFMS National Medical Student Day of Action on Indigenous Mental Wellness

## **Other portfolio functions:**

- Overseeing ongoing IT & website management, CMAJ blog
- Liaison with the American Medical Students Association (AMSA)
- Liaising with CFMS sponsors on communications
- Chairing the CFMS Representatives (VP Externals) Round Table (function performed by Cory Lefebvre, Ontario Regional Representative and Communications Attaché)
- Minuting of CFMS Board Meetings and General Meetings (function performed by Cory Lefebvre, Ontario Regional Representative and Communications Attaché)

## **III. NEXT STEPS FOR COMMUNICATIONS PORTFOLIO**

- Implement new Communications team structure, including dedicated portfolio communications leads, in Fall Call 2018 (implementation began Summer 2018)
- Continue the CFMS' public statements regarding matching Canadian Medical Graduates and support for unmatched graduates - *ongoing*
- Finalize direct-to-member communications system to improve engagement – *awaiting finalized contracts, to be implemented Fall 2018*
- Launch CFMS style guide and social media guides – *in development, launch Fall 2018*
- Launch a “Reps Review” with key highlights of Communiqué content for CFMS Representatives
- Promote member engagement, ‘good news stories’ and peer support initiatives on social media, as well as highlighting local student initiatives and successes (e.g. Humans of Medicine, #HowWeAdvocate, #DearFutureMD, CFMS National Wellness Initiative) – *ongoing*

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## IV. REFLECTIONS & CONCLUSIONS

It has been an honour and a privilege to work with the CFMS membership, teams, committees and the CFMS Board this year. I continue to be inspired by the amazing things that you do, and it is a pleasure to share these with the CFMS membership, influencers and stakeholders in Canadian medical education, and the Canadian public at large. I would like to acknowledge the fantastic efforts and skill of the Media Engagement Committee, especially Nikhita Singhal, in particular for creating such beautiful graphics which have really made a difference in improving member engagement and in our advocacy work. Thank you to the members of the Communications Team who stepped up into new roles this summer as we implemented our new Communications structure. I would also like to recognize the tremendous contributions of our IT Officers Sr, Pavel Yarmak, and Jr, Adel Arezki. Thank you to Cory Lefebvre, Ontario Regional Representative who has been a fantastic dyad partner in the Communications portfolio this year and managed the CFMS Representatives Round Table and meeting minutes. Best of luck to the CFMS next year and to the next VP Communications – you truly are “Tomorrow’s Physicians Leading for Health Today”. Go boldly and fiercely forward with your passion, your skill, your heart and your enthusiasm – you will be amazed by what you will achieve!

All the best,

**Christina Schweitzer**, *MPhil (Cantab), BSc, Gates Cambridge Scholar*  
MD Program (2019) | University of Calgary | Yellowknife, Northwest Territories Clerkship Site  
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