

EXECUTIVE REPORT

Danielle Judd, CFMS VP Communications

2021 Annual General Meeting

Virtual October 23rd-24th 2021



I. DESCRIPTION AND INTRODUCTION

The Canadian Federation of Medical Students (CFMS) is the representative voice of Canadian medical students to the national medical organizations, to the federal government, to the public, and to other external bodies. The CFMS represents over 8000 medical students at 15 Canadian medical schools from coast to coast. It is the mission of CFMS to represent, support, and connect its members. CFMS aims to communicate within its membership, as well as from its membership to the world at large. As an ever-expanding organization, CFMS continually strives to meet the consistent and changing needs of Canadian medical students.

Brief Description

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.

II. SELECTED MEETINGS ATTENDED

Date	Meeting	Location
July 11, 2021	CFMS Special General Meeting	Virtual
July 13, 2021	Transition Meeting with WRD (Interim VP Communications)	Virtual
July 17, 2021	Meeting with Outgoing Communique Editor	Virtual
July 19, 2021	Meeting with VP Finance re: IT Contracts/ NOITs	Virtual
July 19, 2021	Transition Meeting with ARD (Comms Attaché, RRT Chair)	Virtual
July 27, 2021	Transition Meeting with Past NOIT/ VP Comms Adel Arezki	Virtual
July 31, 2021	CFMS Board Meeting	Virtual
August 16, 2021	Meeting with Director GA and GA Comms Coordinator	Virtual

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August 17, 2021	Meeting with AFMC Communications	Virtual
August 17, 2021	Meeting with Administrative Assistant	Virtual
August 17, 2021	Introductory Meeting with new GM	Virtual
August 22, 2021	CMA AGM	Virtual
August 28, 2021	CFMS Board Meeting	Virtual
August 30, 2021	Meeting with Director Education & ORD	Virtual
August 31, 2021	Meeting with Podcast Coordinator Outgoing	Virtual
Sept 2, 2021	Meeting with ARD re: Fall Recruitment	Virtual
Sept 3, 2021	Meeting with incoming Communique Editor (transition)	Virtual
Sept 9, 2021	Meeting with Director Education re: Fall Recruitment	Virtual
Sept 9, 2021	Meeting with ARD re: Fall Recruitment	Virtual
Sept 11, 2021	CFMS Board Meeting re: Fall Recruitment	Virtual
Sept 13, 2021	Reps Round Table	Virtual
Sept 16, 2021	Meeting with ARD re: Fall Recruitment	Virtual
Sept 17, 2021	Meeting with Royal College Communications	Virtual
Sept 25, 2021	CFMS Board Meeting	Virtual
Oct 2, 2021	Meeting with CFMS President re: AGM	Virtual
Oct 3, 2021	Meeting with ARD re: Fall Recruitment	Virtual
Oct 5, 2021	AFMC CANPREPP Team re: Promotions/ AGM	Virtual
Oct 5, 2021	AGM Planning with Administrative Assistant	Virtual
Oct 8, 2021	Meeting with ARD re: Fall Recruitment	Virtual
Oct 8, 2021	Meeting with CFMS President Re: AGM	Virtual
Oct 9, 2021	Meeting with CFMS President re: AGM	Virtual

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Oct 11, 2021	Meeting with ARD re: Fall Recruitment	Virtual
Oct 14, 2021	Royal College FAC Orientation Session	Virtual
Oct 17, 2021	Meeting with ARD re: Fall Recruitment & AGM	Virtual
Oct 19, 2021	CFMS Board Meeting – AGM Rehearsal	Virtual

III. ACTIVITIES OF THE VP COMMUNICATIONS

1. Information Technologies

- Worked with the VP Finance to transition website maintenance from one large IT contract and 2 NOITs to 2 part time IT contracts, employing two students from underrepresented backgrounds
- NOIT roles remain unfilled, but with this transition we anticipate less of a demand
- Goal will be to assess the need for NOIT positions and how the ToRs may change with the new hiring as we assess IT needs

2. Improving Social Media Engagement

- Growth on all platforms, especially Instagram and Twitter
- September Giveaway Contest on Instagram a success as we brought in a couple hundred new followers – plan to continue every 3-4 months
- Plan to partner with our external partners who have expressed interest in engagement contests to offer great prizes, continue to build our relationship with our sponsors, and find meaningful ways to engage our audience
- EDI Mondays, Takeover Tuesdays, Podcast Wednesdays, and Feature Fridays

3. Structure and Recruitment for Portfolio

- Shifting towards engaging members via social media and responding to events and news items more in “real time” by increasing support for social media
- Setting up sustainable structure for Podcasts and allow room for growth by having a specific role for editing/ coordinating which is separate from that of the host roles
- Ensuring there is a clear workflow, engaging both the graphic design team and the bilingualism committee early in the process

4. External Partner Engagement

- Working with external partners on transitioning away from the annual review and providing options for advertisement that is relevant to our audience, such as social media
- Ensuring that content advertised is as useful to membership as possible (i.e. CANPREPP resource from AFMC, questions students are asking about CaRMS and sharing Specialty Café podcasts from the Royal College)
- Working with General Manager and Administrative Assistant on securing sponsorships and maintaining partner contracts

5. External Committees

- Sitting on the Royal College Fellowship Advisory Committee and assisting in filling in spot on various education committees

6. Other

- Rebranding of the Communique to the “CFMS Monthly,” switching it to once per month and re-styling to be more consistent with other organization’s mail lists with “headlines” and links
- Working with the Atlantic Regional Director on the re-structuring of seasonal recruitment in

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order to increase transparency, create one streamlined process that is consistent across portfolios, and integrate EDI principles

- Working with the CFMS President and office staff to coordinate the virtual AGM
- Working with the CFMS President to review bylaw changes

IV. FUTURE PLANS & ACTION ITEMS

- Flesh out the roles of the liaisons for each portfolio and improve communication cross portfolios regarding media engagement
- Flesh out seasonal recruitment and equitable hiring principles
- Continue to address bylaw and ToR edits and ensure clarity in policy for membership as well as board members, particularly when there is loss of institutional memory
- Increase member engagement through the CFMS Monthly and ensure that the content is relevant and clearly laid out
- Put out a French version of the CFMS Monthly each month
- Engage Francophone students in real time on social media by having bilingual students on social media support team

V. REFLECTIONS & CONCLUSIONS

It has been an honour to work alongside the rest of the CFMS board the last three months as your VP Communications, even with all the hiccups and changes. While this year has not looked like any other in the history of the CFMS, I am incredibly thankful to have been given this experience and to have had the support of others on this team. We are not yet finished with the chaos of transitions, or learning and transforming our roles, and we appreciate the continued support and patience of our membership as we map out the best way forward.

This work is not done without a great emotional burden, particularly as we work against structures that have traditionally kept many of us out. At every turn there seems to be more areas necessitating change unveiled, and the exhaustion of this very emotional and often personal labour has resulted in the resignation of some of our teammates. We recognize our human limitations as well as the importance of the work that we are doing in seeking to make medical school and medicine a safer place for all, and we hope that when the opportunity arises for you to influence the trajectory of another student or colleague that you join us in disrupting the status quo.

As we continue our work throughout the year, I hope to be able to portray the faces behind the CFMS board in the most accessible way, and to convey the structural changes as transparently as possible. If I can ever do anything to bring about clarity and trust, please do not hesitate to reach out!

Danielle Judd

MD Candidate 2024 | University of Manitoba
Vice President of Communications | Vice Président des Communications
Canadian Federation of Medical Students | Fédération des étudiants en médecine du Canada
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I respectfully acknowledge that I live and work on Treaty 1 territory, the traditional territory of the Anishinabe, Cree, Oji-Cree, Dene, and Dakota peoples and the homeland of the Métis Nation.