

## EXECUTIVE REPORT

*Danielle Judd*

*CFMS VP Communications & Executive Vice President*

*2022 Annual General Meeting*

*September 16<sup>th</sup>-17<sup>th</sup> 2022, Vancouver, BC*



### 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 8300 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 FOLLOWING SGM 2022

Date	Meeting	Location
April 24-26, 2022	Canadian Conference on Medical Education	Calgary, AB
April 30, 2022	Follow-Up National Day of Action (FNDoA) Planning Meeting	Virtual
May 1, 2022	Board Meeting	Virtual
May 1, 2022	Meeting with Past President (Steph Smith)	Virtual
May 2, 2022	FNDoA Meeting with Dir Govt Affairs (Montana Hackett)	Virtual
May 3, 2022	Meeting with General Manager (Victoria Radburn)	Virtual
May 6-10, 2022	FNDoA (training weekend, meetings on the hill/ with press)	Ottawa, ON

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May 11, 2022	Global Winnipeg live interview re: FNDoA	Virtual
May 11, 2022	Global National Interview (taped) re: FNDoA	Virtual
May 15, 2022	RRT Meeting	Virtual
May 24, 2022	Presented at MMSA re: the CFMS	Virtual
May 24, 2022	Exec Team Meeting	Virtual
May 27, 2022	Meeting with Pres-Elect, Dir Student Affairs Elect with CAPSI	Virtual
May 28, 2022	Portfolio Showcase Night (Spring Recruitment)	Virtual
June 5, 2022	Recruitment Markers Training	Virtual
June 9-11, 2022	Summer Board Meeting	Montreal, QB
June 23, 2022	Royal College Fellowship Affairs Committee Meeting	Virtual
July 12, 2022	NOC Interviews	Virtual
July 17, 2022	NOC Interviews	Virtual
July 18, 2022	NOC Interviews	Virtual
July 19, 2022	NOC Interviews	Virtual
July 20, 2022	NOC Interviews	Virtual
July 20, 2022	Meeting with Govt of Canada Program Reviewers (re: Survey)	Virtual
July 21-23, 2022	Executive Board Meeting	Kelowna, BC
July 28, 2022	Meeting with prospective VPC candidate	Virtual
July 29, 2022	Meeting with prospective VPC candidate	Virtual
August 7, 2022	Special General Meeting (By-Election)	Virtual
August 7, 2022	Board Meeting	Virtual
August 7, 2022	Meeting with President-Elect re: ???	Virtual
August 26, 2022	U of M Orientation Week CFMS Mixer with President-Elect	Virtual

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August 28, 2022	Board Meeting	Virtual
August 28, 2022	RRT Meeting	Virtual
August 29, 2022	Meeting with IT Staff	Virtual
Sept 11, 2022	CFMS Collaborative Summit	Virtual
Sept 15, 2022	Board Meeting	Vancouver, BC
Sept 16-17, 2022	AGM	Vancouver, BC

### III. ACTIVITIES OF THE VP COMMUNICATIONS

#### 1. Information Technologies

- Worked with the new IT staff to complete updates to the website which are launching at AGM or soon after, including:
  - New home page/ layout
  - Integration of the new logo and brand colours
  - Simpler portfolio pages that will be easily maintained
  - New “Who We Are” page that will be easily maintained
  - Integration of a Google Calendar which will be updated with CFMS events and opportunities throughout the year

#### 2. Social Media Engagement

- Growth on all platforms, especially Instagram and Twitter
- Began to collaborate with partners who 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
- Worked with the NOCs and Comms Coordinator to have them re-initiate EDI Mondays, Takeover Tuesdays, Podcast Wednesdays, and Feature Fridays
- Started to develop social media calendar to be used by Comms Coordinators in each portfolio – will be managed by NO-Comms in future years

#### 3. Communications Committee

- Onboarded 2 new NO-Communications (a role which will aid in easing the workload of the VPC in future years while working to help coordinate the media and communications for each of the portfolios) and worked with them on starting their term with the new Communications Committee members
- Put out a call for more communications committee members in the fall call
- Began to onboard the Communications Coordinator staff member who will aid in the sustainability of the communications portfolio (i.e. worked with the President-Elect to onboard her for recruitment promotions material; developed a transition report for VPC to help suggest how to divide the roles of the VPC and Comms Coordinator)
- CFMS Monthly: recruited a second CFMS Monthly Co-Editor and worked with them to

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continue releasing the CFMS Monthly in both French and English on the first Monday of every month, worked with partner organizations to gather submissions

- Podcasts: worked with the Podcast Editor Ella to find ways to promote student podcasts on our social media while determining next steps for the CFMS podcasts

#### 4. **Rapid Response Team**

- Worked with the Director of Government Affairs to move the Rapid Response Team into Communications where the scope of the committee can be increased to aid in urgent communications from the organization beyond political matters
- Recruited a new lead, initiated transition, and began recruiting members through the Spring and Fall call

#### 5. **Member Engagement**

- Reps Round Table: chaired RRT alongside the Comms Attaché, the Atlantic Regional Director (Stephanie); shared bi-weekly CFMS updates that could be posted or emailed out to the student body until the summer months and shared important updates thereafter
- CFMS Monthly: worked with the CFMS Monthly Editors to improve engagement through a user-friendly layout, including the development of a CFMS Portfolio section, CFMS organization section and so on; developed a French CFMS Monthly newsletter as noted previously
- Bilingualism Committee: recruited new members for the Bilingualism Committee (BC) and established the leadership team for the coming term

#### 6. **External Partner Engagement**

- Worked 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
- Worked with General Manager and Administrative Assistant on securing sponsorships and maintaining partner contracts
- Ensured 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)
- Attended the Executive Board Meeting in July as Executive VP alongside the President-Elect, President, and General Manager where we met with MD Financial Management to discuss progress and contracts

#### 7. **External Committees**

- Sitting on the Royal College Fellowship Affairs Committee representing the CFMS to the Royal College alongside fellow learner organizations
- Attended various sessions at CCME as Executive VP

#### 8. **Other**

- Serving as the Vice-President Executive and as such:
  - Serve on the Governance Committee to develop and review policy documents
  - Attend meetings and took meetings with the press as appointed by the President
  - Worked with the executive team on overall organizational strategic planning and the planning of events
- Seasonal Recruitment:
  - Worked with the Comms Attaché, the Atlantic Regional Director (ARD), as well as

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- the President-Elect to coordinate the Spring and Fall Recruitment for all portfolios
- NDoA:
  - Attended the National Day of Action on Universal Access to Contraception in Ottawa in May where I led the media strategy and engaged with the press (and appointed students to engage with the press), including interviews with Global National and Global Winnipeg (live)
    - Other student delegates were able to do CBC radio interviews and written interviews as well
  - Aided in the training weekend and logistics of the event
- Promoted a Government Survey on compensation for rural/ remote work

### **IV. FUTURE IDEAS**

- Continued work on the website alongside the IT staff (especially work on the French side of the website following the updates to the English side)
- Continued clarity of the VPC role and the Communications Coordinator role as we work to establish a sustainable position for the VPC
- Establish a sustainable working plan and set out goals with the CFMS Podcasts team
- Engage Francophone students in real time on social media by having bilingual students on social media support team
- Work with the membership schools' Student Affairs Deans and CFMS Reps to establish an automatic subscription to the CFMS Monthly Newsletter
- Promote the French version of the CFMS Monthly Newsletter more and fine tune the process to ensure its monthly release
- Re-launch regular social media posts such as Takeover Tuesdays to increase engagement

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### V. REFLECTIONS & CONCLUSIONS

It has been a pleasure to serve as your VP Communications and Executive VP over the last fourteen-months. Though our term was long, and we faced many challenges, I have enjoyed working with the CFMS 2021-2022 Board of Directors and have grown as a leader and learnt a lot about myself in the process. I am pleased with how I am leaving the Communications Portfolio and truly believe that the portfolio will run much more smoothly and sustainably in future terms. Though I know there is much more work to be done, I know that there will always be more work to do and I am able to wholeheartedly say that I have given all that I could to this portfolio and the organization over the past year. Although I did not accomplish every little goal I set out for, there are many accomplishments I am proud of. I am most proud of my accomplishments in the restructuring of the portfolio (hiring a staff, a new IT staff, and changing the NOIT role to NOC), working with the General Manager to run a logo contest and successfully launch a rebranding, and establishing smoother communications with each of our schools through the streamlined bilingual CFMS Updates and Monthly newsletter. I look forward to seeing the continued changes to the website in the coming weeks and months, as well as everything else that Emily will accomplish as your next VP Communications.

Along with my communications team members who have served the portfolio tirelessly over the last year, I would like to thank Stephanie Roberts (ARD) for acting as the Comms Attaché and working alongside me all term. Together we made it through the coordination of four recruitment cycles, which alone took countless hours, and I am thankful to have had such a supportive teammate and friend by my side through thick and thin. Your leadership skills are astounding, and you are going to do wonderful things as the first President of CAMSA. You have reminded me that you can truly do anything you set your mind to, and I look forward to seeing all that you accomplish in the future.

Thank you to Montana Hackett (Dir Govt Affairs and President-Elect) for being such a supportive teammate and phenomenal leader. Your heart for this organization and for leadership is unmatched, along with your ability to bring forth a vision at an organizational level. You deserve recognition for the countless hours you have put in to not only your outgoing role but to supporting the organization as a whole and preparing for your term as President. I am thankful to call you my teammate and friend, and I cannot wait to see what you accomplish this next year as our leader – we are lucky to have you.

As my term comes to an end, I hope that you know I have given my all to portraying the CFMS in the most accessible and transparent way that I could. I look forward to switching gears and spending the next year doing something else I love – advocating for students across the country on academic matters. If I can ever do anything to support you, please do not hesitate to reach out!

#### **Danielle Judd, BHK**

MD Candidate, Class of 2024 | University of Manitoba

Vice President of Communications | Vice-président des Communications

Executive Vice President | Vice-président exécutif

Canadian Federation of Medical Students | Fédération des étudiants en médecine du Canada

communications@cfms.org | [www.cfms.org](http://www.cfms.org)

I graciously acknowledge my mixed Syilx Okanagan and settler heritage, currently residing on Treaty 1 territory, belonging to the Anishinabe, Cree, Oji-Cree, Dene, and Dakota peoples and the homeland of the Métis Nation.