

EXECUTIVE REPORT

*Victoria Januszkiewicz, CFMS Vice President
Communications
2019 Spring General Meeting
April 11th- 13th 2019, Niagara Falls ON*



VICE PRESIDENT COMMUNICATIONS EXECUTIVE REPORT

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.

I. DAY-TO-DAY ACTIVITIES:

- a. Managing internal & external communications of the CFMS
- b. Fielding media requests and coordinating responses
- c. Responding to emerging events and issues, including issuing Press Releases and Open Letters
- d. Managing partnerships with external organizations
- e. Writing the Communiqué newsletter, circulated approximately biweekly
- f. 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
- g. 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)
- h. Chairing and overseeing the Communications Committee and creation of graphics and social media posts
- i. #HowWeAdvocate and #TomorrowsPhysicians used to highlight medical student successes and stories
- j. Coordinating with the Quebec Regional Representative and the Bilingualism Committee to enable the translation of key website pages, press releases and posts into French
- k. Member of the CFMS-MD Financial Management Partnership Team.

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- i. Direct liaison with onBoard MD on behalf of the CFMS
 - ii. Responsible of scheduling social media posts involved in our partnership
 - iii. Monthly meetings with members of the MD Financial team
1. For full list of press releases, announcements, and media coverage of the CFMS, please see: <https://www.cfms.org/news/>

II. MAJOR COMMUNICATIONS PROJECTS:

1. DAY OF ACTION

The CFMS Day of Action was a CFMS event that had major communications involvement. As VP Comms, I travelled to Ottawa to be present for the entire Day of Action process. I had the privilege of addressing the medical students participating in Day of Action. I provided them with a presentation on social media use, specifically based on how social media could increase the impact of advocacy work and a large scale event like Day of Action. I was also present the day that students went to Parliament Hill. I was on hand for taking media requests at Head Quarters and I was actively running the social media that day. Our social media had the highest measures of interaction and spread since beginning my role as VP Comms. It was amazing to see just under 70 medical students come together to create such a flurry of action that day on social media (we were even trending in the Ottawa region for 2.5 hours!)

Leading up to the Day of Action I was involved in helping to schedule the social media advertisements and I helped with finalizing the Press Release that went out via News Line.

2. CFMS ANNUAL REVIEW

This year I had the absolute pleasure of working on the CFMS Annual Review as a Co-Editor, with the wonderfully talented CFMS Annual Review Editor, Connor Brenna. The theme for SGM arose from my travels to the CMA Health Summit and TED MED 2018, where innovation, tech and disruption were major themes. Interestingly enough, Dr. Goldman had presented on Disruptive Innovation at the first CFMS meeting I ever attended in 2017. Through conversations with Connor we developed the theme and I reached out to several individuals to participate in our Annual Review, including Dr. Brian Goldman himself!

I am thrilled that the CFMS Annual Review will be available at SGM, digitally and on hard copy. This publication was a created through passion and collaboration and I hope that you enjoy the content. I send a very sincere thank you to everyone who contributed to this publication.

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3. MATCH DAY COMMUNICATIONS

This year we organized a structured communications plan for responding to both the first and second iteration of the R-1 match. Leading up to SGM and the CaRMS Forum at CCME I have been involved in preparation of a Press Release and social media content surrounding the match. This year I was also responsible for creating/editing graphics that held all the relevant information for unmatched Canadian medical graduates.

4. STUDENT AFFAIRS OVERVIEW GRAPHIC

One project that was started shortly after AGM was to create an overview graphic for the Student Affairs portfolio. You will see this graphic launched after SGM and in the Student Affairs portfolio presentation. Victor Do and I began plans via several phone conversations where we brainstormed a shape and flow of the graphic. I then liased with the fantastic and talented Nikhita Singhal (a member of our Communications Committee) over email to bring the vision to creation.

5. CaRMS Tour Connection

This initiative came over a phone conversation with our fearless leader, President Stephanie Smith. The CFMS recognizes that the interview period is an incredibly stressful time for medical students, but that it is often a wonderful adventure as well. We decided that we wanted to create more conversation and focus on the positive.. So we created the idea of #CaRMSTourConnection. This social media campaign was a contest over the three-week interview period. We asked members to share photos of themselves connecting with other students and colleagues along the way. CFMS members from across the country shared fantastic photos from their travels and we were able to award 10 \$50 gift cards to those who had the most interactions on their photos online.

III. OTHER INVOLVEMENT:

1. ATTENDANCE OF EVENTS

- a. TED MED – Myself and Wendy Wang were funded by CMA and Joule to attend the 2018 TEDMED Conference in Palm Springs, USA. We were able to provide live coverage of the event and this event helped stimulate many of the ideas for our own communications this year. This conference was also a contributor to the thoughts behind the Annual Review as described above. If anyone is interested in reading a board report on this conference, a full report is available on request.
- b. AMSA Convention 2019 – This spring I had the honour to represent the CFMS at the American Medical Student Association Convention in Washington, D.C. The CFMS had previously attended AMSA regularly; however, this had fallen out of habit for the past few years. We were happy to rekindle this collaboration and I was thrilled to present on CFMS initiatives at their General Assembly. At this meeting I was also able to network with many major medical companies (mainly education/tech based) and since we have

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confirmed one major discount with a company called VisualDx. We have several future partnerships now pending after that meeting.

2. TRAVEL AWARDS

- a. Last year, when I was Atlantic Regional Director, I was responsible for running the Day of Action, SGM, and AGM travel awards. This year I had the pleasure to work with our Western Regional Director, Fatemeh, to help execute and organize these awards again. I also continued

3. SGM PLANNING

- a. As a board member I was also responsible for several aspects of SGM organization/planning
 - i. Organization and set-up of SGM registration via Survey Monkey
 - ii. Initial set-up of the SGM Website Page
 - iii. Collaboration with IT to have the online payment portal set-up
 - iv. Social Media lead up to the event
 - v. Organization of the SGM related graphics for registration, nominations, resolutions, travel to SGM, and more.

IV. PLAN/ NEXT STEPS FOR COMMUNICATIONS PORTFOLIO

- a. Communique
 - o Installment Communique Editor just shortly after SGM
 - o Advanced strategic planning and clear communications of communique dates and deadlines
- b. Social Media
 - o #HumansOfMedicine – The communications team is bringing this initiative back to life, starting at SGM!
 - o Continue with increasing activity and presence on Instagram. See our Instagram story highlights that are now saved from the events we have attended this year
 - o We have recently trialed an individual portfolio (Student Affairs), having their own social media representatives that have access to post directly on social media. This has been working very well to date and this may be something we trial with other portfolios who have a high volume of externally facing content (i.e., Global Health or Government Affairs). These types of delegation should help to streamline the communications process, while allowing the VP Comms to have more time to oversee and organize content versus scheduling and creation of content.

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c. Bilingualism

- We have an absolutely phenomenal Bilingualism Team at the CFMS. I cannot praise them enough. It is a priority of mine in the remainder of my term as VP Comms to increase the quantity of our English content that gets translated into French Contact. I believe that this has to be done by implementing mandatory policy for all board members/members submitting content to be shared on our networks. Our bilingualism team is fantastic and ready to complete this work, and it is my goal to ensure that the rest of us are doing our job to support the bilingual initiatives of the CFMS.

d. Student Spotlights

- The Wellness Spotlight has recently re-started. I have also had requests to initiate a Innovation Spotlight, Research Spotlight, Education Spotlight, Leadership Spotlight, and Congeniality Spotlight.
- A project to implement before AGM will be to create a centralized Student Spotlight program that can feature a variety of different spotlights in a more central manner to ensure continuity of the initiative. The goal would be to have different types of spotlights scheduled for certain days of each month. This is an excellent mechanism to provide consistency to our social media platforms and to inform our members of their fantastic colleagues who may even have areas for collaboration available.

e. IT Development

- The IT portion of the CFMS is by policy a part of the Communications Portfolio
- We have recently signed a contract with an employed IT individual. This individual is available for up to 30 hours per month. In the coming months, prior to the Summer Board Meeting, we have placed a goal to determine some projects that can be worked on through this new contract. The highest priority idea at this point in time is to have our sign up mechanism for the communicate enhanced from it's current state.

f. Sponsorship/Partnership

- Our fantastic National Officer of Services, Sarah Zahabi, is someone who I am liaising with to bring forward further potential sponsors/partners. Partnerships may also include having new and exciting exhibitors at our Annual General Meeting, in St. John's, NL.

IV. MEETINGS ATTENDED

Date	Meeting	Location
September 21-23 rd /2019	CFMS AGM 2019	Montreal, QC
October 4 th /2019	CFMS Board Meeting	Teleconference
October 25-27 th /2019	CFMS Fall Board Meeting	Ottawa, ON
October 26 th /2019	Meeting with Lianne D, onboard MD	Ottawa, ON
November 14-16 th /2019	TED MED	Palm Springs, CA, USA
November 18 th /2019	CFMS Board Meeting	Teleconference
November 22 nd /2019	CFMS Annual Review Meeting	Teleconference

EXECUTIVE REPORT

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December 11 th /2019	Mid-Point Check In with Henry	Teleconference
January 5-6 th /2019	CFMS Winter Board Meeting	Toronto, ON
January 9 th /2019	CFMS Annual Review Meeting	Teleconference
January 17 th /2019	SGM Planning/Handover	Teleconference
February 2-4 th /2019	CFMS Day of Action Events	Ottawa, ON
February 3 rd /2019	CMA Regional Forum	Ottawa, ON
February 3 rd /2019	MD Financial Meeting	Ottawa, ON
February 6 th /2019	SGM Planning Call	Teleconference
February 6 th /2019	CFMS Annual Review Meeting	Teleconference
February 10 th /2019	CFMS Board Meeting	Teleconference
February 17 th /2019	CFMS Annual Review Meeting	Teleconference
February 17 th /2019	IT Contractor Discussion	Teleconference
March 2 nd /2019	AMSA Planning Meeting with Stephanie	Phone call
March 7-10 th /2019	AMSA National Convention 2019	Washington, D.C., USA
March 17 th /2019	CFMS Board Meeting	Teleconference
March 24 th /2019	SGM Planning Call	Teleconference
March 26 th / 2019	MD Financial Meeting	Teleconference
March 31 st / 2019	MD Financial Meeting	Teleconference
April 7 th /2019	CoAMS – Small Working Groups	St. John's, NL
April 8 th /2019	CFMS Board Meeting	Teleconference
April 10 th /2019	CaRMS Data Snap Shot	Webinar
April 11-14 th /2019	CFMS SGM/ CCME	Niagara Falls, ON

V. CONCLUSIONS

WOW... These months since AGM have absolutely flown by. My conclusion to this report is to provide thanks to the individuals who have helped me accomplish all the activities that keep the CFMS Communications portfolio running and growing.

Thank you to the individuals of the Communications Committee who work so hard to ensure that the communications portfolio is operational each and every day.

- Julie Le – Social Media
 - Thank you for your work assisting behind the scenes with the social media scheduling for these many many months!
- Nikhita S – Graphic Design
 - Nikhita has designed the majority of our graphics for well over a year. We wish you the best of luck with residency, Nikhita! We cannot thank you enough for your dedication to CFMS initiatives.
- Kristen Braun – Graphic Design

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- Kristen is a new and fantastic member of the team! We can't wait to see the many ways Kristen will contribute to the CFMS Communications Committee.



I have to also thank our fantastic Bilingualism Team, led by Alyssa Daianska. This team is always providing us this essential service in the most timely and professional way. They have also responded to requests in very short amount of time, and the entire Board is extremely grateful for their fantastic efforts.

I have to send a GIANT thank you to our fantastic IT team. Not only do we have two fantastic new National Officers of IT, Jack Luo and Jason Yao, we have also had major assistance from our past National Officers of IT, Pavel Yarmak and Adel Arezki. Adel, who is also now our amazing Quebec Regional Director has worked endless hours on IT related items since AGM, and his constant help and guidance is greatly appreciate

Thank you to Connor, my co-editor of the CFMS Annual Review. I had an absolute pleasure working with you and I am so proud of the publication we were able to produce.

Thank you to Sarah Zahabi, NO of Services. You have worked tirelessly to secure so many fantastic new discounts and partnerships and you always make the Communications side of it hassle free. We appreciate you so much!

Finally, I must thank my incredible fellow board members and the incredible work that they all do, in addition to being FULL TIME MEDICAL STUDENTS!! Of note, I would like to thank Wendy Wang, my Communications Portfolio Dyad Partner! Wendy has been an incredible help throughout this term and she is a valued member of the Communications team. Wendy has also independently chaired the RRT this year, and I further thank her for her great work in this regard as well.

Victoria Januszkiewicz, BScKin
MSc Clin Epi Candidate, MD Candidate (2020), Memorial University of Newfoundland
Vice President Communications
Canadian Federation of Medical Students
506.461.4686 | communications@cfms.org