

EXECUTIVE REPORT

Adel Arezki

CFMS VP Communications & Executive Vice President

2020 Spring General Meeting

April 17-18th, 2020, Virtual



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 the CFMS to represent, support, and connect its members. The CFMS aims to communicate within its membership, as well as from its membership, to the world at large. As an ever-expanding organization, the 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. He promotes the activities of the CFMS, as well as the successes and advocacy efforts of medical students across Canada. He 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. He 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 also serve as the CFMS Executive Vice-President, assisting Victor Do (CFMS President) in his duties.

II. SELECTED MEETINGS ATTENDED

| Date | Meeting | Location |
|-------------------|--|----------------|
| Sept 19-22nd 2019 | CFMS Annual General Meeting | St. John's, NL |
| Sept. 29th, 2019 | Communications Planning chat with Victor | Phone call |
| Oct. 1st, 2019 | Communications Dyad Handover | Phone call |
| Oct 2, 2019 | AGM Bid Handover with Henry Li | Call |

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| Oct 3, 2019 | PRT Handover with Henry Li | Call |
| Oct 6th, 2019 | HEART Committee Meeting | Teleconference |
| Oct 8th 2019 | CFMS-FMEQ Strategy Discussion | Teleconference |
| Oct 20th 2019 | Board Check-in with President | Phone Call |
| Oct 20th 2019 | Board Meeting #1 | Teleconference |
| Oct 25th-27th 2019 | Fall Board Meeting | Ottawa, ON |
| Oct. 28-30th, 2019 | Communications Committee members onboard calls | Phone calls |
| Nov 11th 2019 | CFMS App Working Group | Teleconference |
| Nov 18th 2019 | Governance Committee Planning | Teleconference |
| Nov 21st, 2019 | Interview Databse IT planning | Teleconference |
| Nov 23-24th 2019 | RDoC Board Meeting | Teleconference |
| Nov 24th 2019 | Regional Directors Meeting | Teleconference |
| Nov 24th 2019 | Board Meeting #3 | Teleconference |
| Nov. 25, 2019 | Virtual Care Task Force | Teleconference |
| Dec. 10th 2019 | Governance Committee Meeting #1 | Teleconference |
| Dec. 13th 2019 | Royal College Fellowship Affairs Committee | Phone calls |
| Dec. 15th 2019 | Board Check-in with President | Phone calls |
| Dec. 15th 2019 | Board Meeting #4 | Teleconference |
| Jan 4-5th 2020 | Board Meeting #5 | Toronto, ON |

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| Jan. 12 th 2020 | Strategy with FMEQ | Teleconference |
| Jan 19 th , 2020 | HHRF Meeting with Dax | Teleconference |
| Jan. 26 th , 2020 | CFMS App Working Group | Teleconference |
| Feb. 12 th 2020 | Governance Committee | Teleconference |
| Feb. 16 th 2020 | Board Meeting | Teleconference |
| Feb 23 rd - 24 th 2020 | CFMS Day of Action | Ottawa, ON |
| Feb 23 rd 2020 | CFMS-MDFM Meeting | Ottawa, ON |
| Feb. 26 th 2020 | SGM Planning Call | Teleconference |
| Feb. 29 th 2020 | PRT | Teleconference |
| Feb. 29 th , 2020 | Communications portfolio strategic planning | Phone call |
| Mar. 8 th 2020 | RRT | Teleconference |
| Mar. 12 th 2020 | Onboard MD, AFMC, CFMS strategy meeting | Teleconference |
| Mar. 15 th 2020 | Board Meeting | Teleconference |
| Mar. 16 th 2020 | Governance Committee | Teleconference |
| April 4 th 2020 | Check in/dyad check in | Teleconference |
| April 4 th 2020 | Community Care Initiative Grants Adjudication | Teleconference |
| April 5 th 2020 | Board Meeting | Teleconference |

III. ACTIVITIES OF THE VP COMMUNICATIONS

1. Information Technologies

- Coordinated and lead the transition of the CFMS IT infrastructures away from legacy

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Tigertech to GSuite from Google. Greatly improved security, reliability as well as user experience. Transition made with no losses of data.

- Coordinated and assisted in the IT development of the Electives Database, Interview Database and the CFMS HHR platform.
- Lead optimization of various parts of the website. Improvement of building infrastructure and increased security of the website.
- Co-lead discussions leading to the signature of an IT External Development contract with FireNet for the development of the CFMS HHR platform.
- Coordination of high-level website development with the National IT Officers as well as with the external IT Contractor from FireNet.

2. Increasing Social Media Presence

- Expansion of social media outreach to member through the use of videos, which shows higher engagement.
- Assisting in various portfolios communications strategies/deliveries.
- Launching the initiative “Showcase Thursday” where CFMS members initiatives/projects are showcased every week, resulting in high engagement of the membership.
- Led consultation to the RRT in order to assess the current status of the CFMS Communications and identify areas of improvement.
- Match Day Communications: Creation of a structured communications plan to responding to both the first and second iteration of the R-1 Match in conjunction with Student Affairs, Education and the President. Press release, graphics and website editing.

3. Expansion of CFMS Communications

- Leading a working group on the exploration work on the feasibility of a CFMS App. Report to be developed and presented to the Board of Directors by the Summer Board Meeting.
- Significant expansion of the CFMS Communique subscription base through the development of website/sign up Communique registration.
- Ongoing development of an IT strategy in order to rethink the funding structure of the CFMS website as well as to evaluate and plan for the future IT needs of the CFMS.

4. Implementation of a new structure within the Communications portfolio

- Reorganization of the structure of the communications portfolio, assigning members of the committee to various CFMS portfolios in order to provide assistance in social media scheduling/editing/graphics creation. Increased efficiency of the communications to the membership and of internal communications within the CFMS.

5. CFMS Annual Review

- Worked in collaboration on the CFMS Annual Review with the amazing CFMS Annual Review Editor, Connor Brenna. The theme this year is Humanities in Medicine and we

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received many strong and amazing submissions this year. This publication will be available at SGM digitally.

6. National Day of Action

- Coordination of National Day of Action communications in conjunction with the Government Affairs and Advocacy team.
- On-site communications training to the NDoA participants. Coordination of CFMS social media accounts on the Day of Action

7. 2017-2022 Strategic Plan yearly implementation plan

- Alongside with Victor Do, CFMS President we have been working to develop our specific focus areas and implementation plan based on the 2017-2022 timeline. A yearly implementation plan has been developed and is reported along with additional documents regarding progress on our strategic plan on the SGM webpage.

8. Royal College Fellowship Affairs Committee

- Representation of the CFMS at the Royal College Fellowship Affairs Committee meetings.

9. CMA/RDocs/CFPC Virtual Care Task Force

- Representation of the CFMS at the Virtual Care Task Force, final report available [here](#) (Recommendations for Scaling Up Virtual Medical Services).

10. Other Activities:

- Assistance to the President, Victor Do in the context of my role of Executive Vice President
- Representation of the CFMS at the RdoCs November Board Meeting in Ottawa
- Member of the CFMS Governance Committee
- Liaison with the FMEQ with the Quebec Regional Director and CFMS President

VI. FUTURE PLANS & ACTION ITEMS

COVID-19 Implications: The onset of the COVID-19 pandemic has had far reaching implications for all CFMS members, as well as for our organization. The CFMS will remain committed to all of our ongoing projects, however we are putting significant effort and time in order to support the membership in these exceptional circumstances. The Communications portfolio is working closely with every Portfolio as well as with the CFMS President in order to ensure timely delivery of relevant information to the broad membership, as well as to the MedSocs. In addition, we are working to empower and showcase the amazing work from medical students across Canada, who have come together and are currently contributing in a meaningful way to the society at large. You can now visit our COVID-19 specific website [here](#) with more details and information on our work.

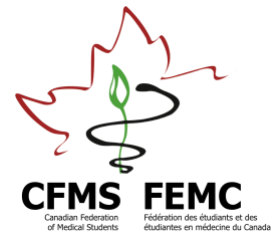
EXECUTIVE REPORT

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Future Plans: A lot have been achieved since the beginning of my 2019-2020 term, including many ongoing projects. One of my main focus will be to “wrap-up” many of the major’s projects and initiatives started this year in order to set-up 2020-2021 to be an even more successful year. After spending my last 3 years closely involved with the CFMS IT portfolio, I will finish the transition to new infrastructures by moving our old servers to Google, as well as making sure to consolidate all of our previous databases. We will also continue to expand our communications and complete the report on the CFMS App. Finally, now that the bilingualism task force is well established, Communications will work closely with the task force in order to translate the CFMS website.

VII. REFLECTIONS AND CONCLUSIONS

It is a pleasure to serve the membership on the Board of Directors as the VP Communications. A lot was accomplished over the last few months, ranging from increased outreach to the membership to advancements in the CFMS Information Technologies infrastructures. There is still a lot of work to do and areas to improve, but we are definitely in the right path as an organisation.

I would like to thank Clara Long (Atlantic RD and Communications Attaché), Vivian Tan (IT Officer), Connor Brenna (Annual Review Editor), the whole communications committee as well as the CFMS Board of Directors for their support, friendship and incredible work. I’m always open to engage with my fellow medical students, if you want to chat about anything or have any questions, do not hesitate to reach out to me.

Adel Arezki

M.D., C.M. Class of 2021, McGill University

Vice President of Communications and Executive Vice President || Vice Président des Communications.

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

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