

EXECUTIVE REPORT

Danielle Judd

CFMS VP Communications & Executive Vice President

2022 Spring General Meeting

April 21st-23rd 2022, Calgary, AB



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 FOLLOWING AGM

Date	Meeting	Location
Oct 23-24, 2021	CFMS Annual General Meeting (AGM)	Virtual
October 25, 2021	Onboarding New Comms Committee Member	Virtual
October 26, 2021	Royal College FAC Mentorship Meeting	Virtual
October 27, 2021	Onboarding New Comms Committee Member	Virtual
October 29, 2021	Meeting with MDFM	Virtual
November 16, 2021	Meeting with Outgoing Bilingualism Committee Lead	Virtual
November 16, 2021	Onboarding New Comms Committee Member	Virtual
November 16, 2021	Meeting with President and Portfolio Director re: Recruitment	Virtual

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November 16, 2021	Onboarding New Comms Committee Member	Virtual
November 17, 2021	Onboarding New Comms Committee Member	Virtual
November 17, 2021	Onboarding New Comms Committee Member	Virtual
November 18, 2021	Meeting with PTMA Liaison (OMA)	Virtual
November 18, 2021	Meeting with CANPREPP	Virtual
November 18, 2021	Onboarding Podcast Coordinators	Virtual
November 18, 2021	Onboarding New Comms Committee Member	Virtual
November 19, 2021	Onboarding New Comms Committee Member	Virtual
November 19, 2021	Onboarding New Comms Committee Member	Virtual
November 20, 2021	CFMS Board Meeting	Virtual
November 24, 2021	AFMC Specialty Education Meeting	Virtual
November 25, 2021	Comms Committee Meeting	Virtual
November 26, 2021	CaRMS Member's Annual Meeting	Virtual
November 29, 2021	Royal College Specialty Café Meeting	Virtual
December 7, 2021	Royal College Fellowship Affairs Committee (FAC) Meeting	Virtual
December 12, 2021	CFMS Reps Round Table (RRT) Meeting	Virtual
December 15, 2022	Meeting with new Quebec Regional Director re: Bilingualism	Virtual
December 23, 2021	Press Interview w/ President	Virtual
January 3, 2022	Meeting with WRD and ORD re: Education Recruitment	Virtual
January 5, 2022	Meeting with ORD re: Dir of Education/ Ed Portfolio	Virtual
January 6, 2022	Meeting with VPF re: Portfolio Budget	Virtual
January 6, 2022	Meeting with ARD re: Recruitment	Virtual
January 7, 2022	Meeting with ARD re: Recruitment	Virtual

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January 7, 2022	Meeting with Dir of Global Health re: Recruitment	Virtual
January 13, 2022	Meeting with Evaluator (Gov of Canada) on Loan Forgiveness	Virtual
January 13, 2022	Meeting with Canadian Medical Hall of Fame	Virtual
January 14, 2022	Meeting with General Manager	Virtual
January 14, 2022	Meeting with The Rounds w/ General Manager	Virtual
January 15, 2022	CFMS Reps Round Table (RRT) Meeting	Virtual
January 16, 2021	CFMS Board Meeting	Virtual
January 21, 2022	Media Interview for Journal	Virtual
January 23, 2022	Govt Affairs Round Table (GART) Meeting	Virtual
February 2, 2022	Meeting with ORD/ Dir of Education	Virtual
February 3, 2022	Meeting with Past President	Virtual
February 4, 2022	Meeting with Victoria	Virtual
February 6, 2022	CFMS Board Meeting	Virtual
February 10, 2022	CFMS SGM Planning Meeting #1	Virtual
February 10, 2022	Meeting with GA-CC	Virtual
February 13, 2022	CFMS Reps Round Table (RRT) Meeting	Virtual
February 15, 2022	Meeting with General Manager	Virtual
February 20, 2022	Panel for MacEwan Sciences Club	Virtual
February 24, 2022	Meeting with QRD and General Manager re: Bilingualism	Virtual
February 25, 2022	Meeting with General Manager and IT Staff	Virtual
February 26, 2022	Meeting with Governance Committee (P, PP, Dir GAs)	Virtual
February 27, 2022	CFMS Board Meeting	Virtual
March 2, 2022	CFMS SGM Planning Meeting #2	Virtual

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March 7, 2022	SGM Registration Meeting w/ Staff	Virtual
March 7, 2022	Meeting with Dir Gas re: CMHF Presentation	Virtual
March 8, 2022	Meeting with Dir Gas re: CMHF Presentation	Virtual
March 9, 2022	CMHF Discovery Days Presentation	Virtual
March 13, 2022	CFMS Reps Round Table (RRT) Meeting	Virtual
March 18, 2022	Meeting with General Manager	Virtual
March 22, 2022	Meeting with Evaluator (Gov of Canada) on Loan Forgiveness	Virtual
March 25-27, 2022	CFMS Winter Board Meeting (In-person)	Ottawa, ON
March 30, 2022	Meeting with The Rounds w/ General Manager	Virtual
March 31, 2022	Meeting with PTMA Liaison (OMA)	Virtual
April 1, 2022	Meeting with QRD	Virtual
April 1, 2022	Meeting with CFMS Monthly Editor	Virtual
April 2, 2022	FNDoA Planning Meeting	Virtual
April 3, 2022	Meeting with Ed-CC	Virtual
April 3, 2022	FNDoA Meeting/ GA-RT	Virtual
April 4, 2022	CFMS SGM Planning Meeting #3	Virtual
April 21-23, 2022	CFMS Spring General Meeting	Calgary, AB
April 24-26, 2022	Canadian Conference on Medical Education	Calgary, AB

III. ACTIVITIES OF THE VP COMMUNICATIONS

1. Information Technologies

- Worked with the new IT staff member and General Manager to develop a plan to make updates and changes to the website, including:
 - New home page
 - Integration of the new logo and brand colours (to be revealed at SGM)
 - Simpler portfolio pages that will be easily maintained
 - New contact information page that will be easily maintained

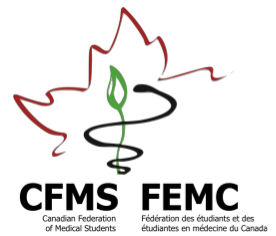
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- Integration of a Google Calendar which will be updated with CFMS events and opportunities throughout the year
- Worked with the Portfolio Directors with the support of the Regional Directors on developing content changes for each of the portfolio pages, which will be completed over the summer months with the support of the IT staff
- Worked with the General Manager and Quebec Regional Director on developing a second contract for a bilingual IT student who will aid in the updating of the French side of the website as we update the English side
- NOIT roles remained unfilled and were reassessed – decision was made to dissolve the positions and replace with NO-Comms positions (2) which will work with the Portfolio Directors in a similar manner to the current Comms Coordinators and take over some of the responsibilities previously held by the NOITs, including but not limited to:
 - Aiding in the development and maintenance of guidelines for the use of the members of each Portfolio regarding the Communications Portfolio processes and timelines, including but not limited to graphic design requests, branding, translation of content, and CFMS Monthly and RRT updates
 - Working with the VP Communications, General Manager, Administrative Assistant, and IT support staff to keep the website up to date

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
 - MDFM Collaborated on an interview contest, which Communications collaborated with Education on
- EDI Mondays, Takeover Tuesdays, Podcast Wednesdays, and Feature Fridays
 - Started to engage partners with Takeover Tuesdays (CANPREPP, PTMAs)
- Started to develop social media calendar to be used by Comms Coordinators in each portfolio – will be managed by NO-Comms in future years
- Successfully ran a logo contest on social media where students had the opportunity to submit a design to be voted on as the new CFMS logo (winner to be revealed at SGM)
- Worked with the General Manager to find ways to promote partners on social media and integrate a social media strategy into more partnership contracts in order to reach students on a relevant platform and offer resources while bringing in sponsorship funding

3. Communications Committee

- Developed new NO-Comms roles for Spring 2022 Recruitment, as mentioned earlier, 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
- Social media:
 - Worked with the Comms Coordinators in each portfolio to coordinate and develop content specific to each portfolio (Education, Government Affairs, Student Affairs, Global Health)
 - i. Education: in collaboration with the Education portfolio and Interim Dir of Education, developed the CFMatcheS accounts for Match specific content and worked to put out videos and infographics on the Match, especially pertaining to resources for unmatched Canadian Medical Graduates

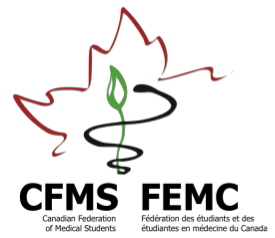
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- ii. Government Affairs: in collaboration with the Government Affairs portfolio and Dir of Government Affairs, developed and promoted monthly updates in multimedia format, developed promotional content for events such as FNDoA, developed infographics with sub-committees such as the Rapid Response Taskforce
- iii. Student Affairs: in collaboration with the Student Affairs portfolio and Dir of Student Affairs, promoted advertising materials for initiatives such as Culture Changes Campaign, Leadership Awards, and Safe Spaces
- iv. Global Health: in collaboration with the Global Health portfolio and Dir of Global Health, developed and promoted content pertaining to local, national and international global health events and opportunities open to students
 - Worked with the Graphic Designers to develop promotional content for organization wide initiatives and opportunities, such as SIGS, SGM, elections, the logo contest, and more
 - CFMS Monthly: worked with the CFMS Monthly editor to put together the newsletter released the first Monday of every month, worked with partner organizations to gather submissions, worked with the editor to clean up the subscription form and listserv, and developed a French subscription link and released the first French version of the CFMS Monthly (Le mensuel FEMC) in April
 - Graphic Design: recruited and onboarded 2 new graphic designers, worked with the designers to develop a submission form and designs for organization wide events as well as some portfolio specific events and initiatives
 - Podcasts: worked to recruit and onboard new Podcast leads, and began developing ideas for a new EDI Podcast; worked to promote CFMS and partner podcasts while rebuilding the podcast portion of the portfolio and organization; put the podcast links on the website

4. Member Engagement

- Reps Round Table: attended RRT alongside the Comms Attaché, Atlantic Regional Director, who chaired the meetings and engaged with reps; shared bi-weekly CFMS updates that could be posted or emailed out to the student body
- CFMS Monthly: worked with the CFMS Monthly Editor 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 worked with the newly appointed QRD beginning in December to transition in a new lead
 - Defined new project ideas as well as current priorities alongside the QRD, BC Lead, and BC as well as CFMS Reps from schools with Francophone students, such as developing a French version of the CFMS Monthly and updating the website
 - Worked with the Portfolio Directors and Comms Coordinators to establish updates and communications in both English and French

5. 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
 - Worked with the General Manager to establish a partnership with The Rounds

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- Worked with external partners alongside other relevant board members and staff, for example:
 - PTMAs alongside the Regional Directors
 - MDFM alongside the Director of Education and Director of Student Affairs
- 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)
- Worked with the Dir of Government Affairs to develop a partnership with the UNESCO Chair in Bioethics Students Association International in order to allow members access to discounted courses and international Bioethics opportunities in medical education

6. External Committees

- Sitting on the Royal College Fellowship Affairs Committee and assisting in filling in as needed on various education committees

7. 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 Communications Attaché, the Atlantic Regional Director (ARD), to coordinate the Winter Recruitment for all portfolios
 - Working on coordinating the Spring Recruitment, which will go out shortly after SGM

IV. FUTURE PLANS & ACTION ITEMS

- Complete website updates alongside the Portfolio Directors and IT staff
- Work with the QRD and staff to recruit a second IT staffer who is bilingual
- Complete Spring Recruitment alongside the ARD, and recruit new Communications Committee members including 2 National Officers of Communications
- Attend and coordinate large scale media presence at Follow-Up National Day of Action on May 7th-9th in Ottawa, ON
- Continue to develop systems and tools to make the Communications Portfolio more manageable for the incoming VP
- Transition in the new VP Communications and work alongside them throughout the summer to set up a team and working plan for communications
- Work with the executive team and board on utilizing staff and establishing gaps that staff can play a role in filling so that the organization's media presence is sustainable and the VP Communications role does not result in burnout
- 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
- Launch the new logo and branding and develop new templates for board presentations, policy documents and reports
- Work with the Governance Committee and Executive Team on the implementation of policy and reporting methods to promote transparency

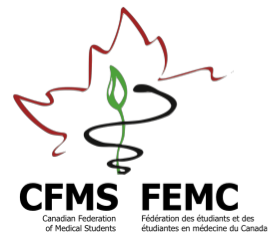
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- Work with the Executive team developing a new Strategic Plan for the organization
- Work with the membership schools' Student Affairs Deans and CFMS Reps to establish an automatic subscription to the CFMS Monthly Newsletter
- Promote the French version of the CFMS Monthly Newsletter more and fine tune the process to ensure its monthly release

V. REFLECTIONS & CONCLUSIONS

It has been a pleasure to serve you alongside the rest of the CFMS board the last 9 months as your VP Communications. We have come a long way as an organization over the last number of months in beginning to rebuild this organization and regain your trust, but there is a lot of work left to do. It has been an incredible opportunity to grow as a leader while learning a new organization and role and struggling to recover institutional memory that has been lost during this tumultuous season. We have appreciated your patience, support, and insights immensely. The Communications Portfolio is unique in that it is central to all that we do and intersects with every other position and portfolio. While there is much more work that I hope to accomplish throughout the remainder of my term to set the next VP Communications and the organization up for success, we have made great progress in many areas. Most notably, we have accomplished the start of a rebranding for the organization and website – with a new logo designed by fellow medical students, established a French version of the CFMS Monthly, and restructured some of the portfolio to align with the demand on media and communications in a social media era.

I would like to thank Neel Mistry, the CFMS Monthly Editor who has done a phenomenal job and seen through the vision for the newsletter, the Communications Coordinators – notably Andrea McGrath-Janes who took on a huge role in developing and coordinating the very important Pre-Match and Match Day content, as well as the whole Communications Committee and Bilingualism Committee – you have been a joy to work with over the last number of months and all of your hard work does not go unnoticed. It takes a lot of coordinated effort to put out media and communications smoothly – and I could not do this without each of you playing your part! Thank you to Adel Arezeki for providing support on a number of occasions while learning the VPC role and navigating the IT, and to Dr. Stephanie Smith who has come back to act as Past-President long past her term with the CFMS has ended – you have been profoundly generous with your time and knowledge and are invaluable to our success as a Board and organization, we will never be able to thank you enough. Thank you to all my fellow Board members for the lessons you have each taught me and the ways we have been able to grow together so far this term, and especially to Stephanie Roberts (ARD) for acting as the Comms Attaché, which is not always the most glamorous role, providing hours of administrative support with Selections and chairing RRT. As we continue our work to finish out our term strong, I hope to continue to portray the CFMS in the most accessible and transparent way that I can, and to convey our support for you all as members evidently. If I can ever do anything to bring about clarity and trust, 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

Syilx Okanagan currently residing on Treaty 1 territory, belonging to the Anishinabe, Cree, Oji-Cree, Dene, and Dakota peoples and the homeland of the Métis Nation.