



Minutes of the October 14th 2009 PSS Committee Meeting

Present: Michelle Cherot (Chair), Matthew Thompson, Linda Godin- Sorin, Nicole Chaland, Anne Docherty

Regrets: Diana Jedig, Flo Frank, Bob Annis, Raïmi Osseni, Carol Madsen, Barbara Rufo, Mohamed Maie

Follow up Actions are in BOLD

Welcome and Member Updates

Everyone was welcomed and members gave updates

1. Approval of minutes

Nicole motioned to accept minutes, Linda seconded – motion passed.

2. Action items

a. Report on Website Traffic – Matthew

From May 12 – Sept. 12

Avg. 160 visits/day (19,704 visits in total over this period)

Approximately 56% of traffic is directed from search sites, 27% are direct visits, and 17% from referring sites.

The *most visited pages* include:

Home, National Conference, the CED Directory, National Job Listings, Staff Contacts, Search, Conferences & Learning Events, CED Toolbox, Manitoba, Manitoba Job Postings, What is CED?, Immigrant Settlement and Integration, About CCEDNet, Staff Bios, CCEDNet Publications, Workshops, Ontario, *CreateAction*, SFU Certificate Program, Tools & Publications, BC/Yukon, Immigrants and Refugees, Get Involved, Conference Highlights...

The *least visited pages* include (does not include those that were not visited at all):

Individual pages within the CED Directory, some of the French pages, and some of the individual job postings, etc.

b. Possibility of CCEDNet website training for PSS members

Even though traffic to the website appears to be quite good a webinar on what is available through the Canadian CED Network's website could be a great way to reach out to members who either don't access the site very much or become confused when they try.

c. How can PSS Committee support SFU program for CED Professionals

The Program is partnering with different regions – PSS committee members could help deliver this

Post the SFU program along with other training opportunities for professionals on the website

- Matthew will look into where a list of opportunities could be housed on the website

Should the Canadian CED Network recognize training for its members? /Are we building a social movement or are we a professional association?

- This has been a discussion during previous meetings and one of the hesitations was that we could be excluding some people.

- This sounds like a discussion paper (e.g. look into other associations to see what models they have taken on and to see why they took the routes they did – i.e. CANDO)

- There needs to be a discussion at the board level but also across the membership

- Concept of learning organization is still on the table

ACTION for everyone: review PSS Committee workplan and strategic directions of the board and continue this conversation for next meeting

3. Training courses available in Canada

a. List from 2004

b. Current Manitoba courses – see Brendan's email

Please send all learning/training opportunities in your region and outside to Matthew to be included in a table of for posting online and sharing with members.

c. Opportunity from Community Learning, Community Organizing and Community Economic Development – Anne Docherty and Kerri Klein

Question: What happens when we approach CED with a learning lens?

Storytellers have had lots of conversations with Mike Toye

They've developed learnings, tools, resources – but the question in moving forward is who is going to carry on the momentum?

Turning implicit learning into explicit learning to increase an organization's/group's ability to control their resources

There are currently 37 member organizations and they don't want this project to stop

Online learning site – telelearning to introduce the site

Train-the-trainer – teaching a course through SFU program

The project has just finished and the writing of the report has just begun

Interested in learning how to distribute the learnings at a more community level

Is there a role for PSS committee here? – for discussion at our next meeting

4. Next steps on being a Learning Organization

a. Survey as part of the bigger CCEDNet Survey

The PSS Committee survey has been incorporated into the broader membership survey and so is just waiting for distribution and promotion.

b. CED resources and training

Matthew will look into what technologies we could use to help expedite discussions between meetings.

5. Next meeting

As November 11th is a holiday in many provinces Matthew will set up a Meeting Wizard chart to determine the best time for our next meeting.