

# ACCAC - Education and Awareness Sub-Committee -- Meeting REport

Date: Tuesday, July 4, 2017

Present: J. Menard, M. Cairns, M. Dawthorne, A. Forrest, J. Sanders

Regrets: None received

Start: 20:02

## 1. Discussion regarding accessibility themed open houses

### Event Logistics

- Ashton to follow up with Jerri-Joanne Bunn to determine whether contracts were signed. Michael D. stated it shouldn't be an issue
- Registration will be set up through EventBrite.
- We will offer only a selection of foods (muffins/baked goods [some gluten-free], fruits, vegetables, water, coffee). We will try to offer a selection that should address most people's dietary concerns, but this is a courtesy and a refreshment -- we're not replacing people's meals here.
- We will not be asking for specific dietary restrictions in any of the aforementioned publicity efforts for that very reason.
- Looking into whether the City can provide bus tickets for those requiring specialized transportation. The thought is we could provide return transit, but attendees will still be required to find their own way to the events.
- Tourism London? ACCAC used to do day-long events that they would support.
- Need to check with City regarding rules on collecting information from EventBrite for use in a post-event survey;
- Format of events will be finalized dependent upon registration response.
- A request has gone out to communications regarding a display. Likely, we will need to give them all content, how we want it, and get it printed. Ideally, we will use a static display that can be repurposed for other events. A simple, pull-up banner, with a call-to-action directing people to [accessibility@london.ca](mailto:accessibility@london.ca);
- Need to get banner designed quickly so we can get approval, submit it as an open-house expense (thereby approved in the 2017 budget as a marketing material) and go to print.
- Food will be purchased, likely from Costco, by the committee for the events.

### Event Communication

- Ashton contacted London specialized transit re: postering, told it was against the rules
- Cherryhill Mall postering is still in the air

- Next steps include developing a poster -- Ashton to make inquiries regarding in-house printing with communications. As to the information required on the poster, Ashton will be e-mailing Kash, as there exists a template for posters formerly used in an ACCAC conference. Include dates and times.
- Jay to write a letter to final list of group targets, inviting them to distribute materials to their organization
- Jay to write a press release for distribution (in September) to local media outlets. Committee can promote but only with approval from committee as a whole. Chair can either represent for media, or designate an alternate.

### **Related Motion**

***“The Accessibility Advisory Committee approves that the Chair is able to officially promote and respond to media inquiries for the open houses on behalf of the committee as a whole. The committee also approves that the Chair has the right, should he so choose, to designate a delegate from the committee to speak on its behalf in matters relating to the open houses.”***

## **2. Discussion regarding open house letter/invitation to council**

- Jay edited Florencia’s letter to better reflect direction and provide more definitive calls to action
- Michael D. and Jay listed as signatories and contacts on the letter.
- Letters will be sent out Aug. 9th via e-mail, with signed hard copies distributed.
- Follow-up e-mail, including an Eventbrite link, will be sent out Aug. 23rd (Jay to write)
- Follow-up calls will start the week of Sept. 4th; Ashton to place those calls.

## **3. Workplan items update and discussion**

### Undertake community outreach

- Nothing to add. Work is ongoing
- The open houses are part of this effort.

### Access2 expansion

- Ashton has sent the list to Jill
- Currently putting in contacts and will follow from there
- Suggestion that the London Majors would be a willing participant, especially since the Ottawa team in the league has already been accepting that city’s version of the card.

## ACCAC translation costs

- Determined we are not going to proceed with other languages other than official;
- Challenge is that we could create a false expectation that services are available in non-supported languages
- There is the option to repurpose this funding and “translate” our documentation into formats that would better serve the accessibility community.

## Related Motion

***“That the Accessibility Advisory Committee approves the use of funds allocated for translation purposes to create alternative formats of its documentation (e.g. ASL video, captioning, Braille versions).”***

## Pamphlet Development and Distribution

- We will distribute pamphlets at the open house
- Focus on distribution on campuses during Accessibility Week
- Ashton will reach out to Lesley Oliver at Western to discuss how pamphlets can be made available to students through support services, orientation-week activities, or affiliated groups; Jay to reach out to Fanshawe College for the same.

## Document Accessibility Feedback

- The committee has “documented” feedback but nothing formalized.
- This work has been done ad hoc and mainly through liaison with C. Da Silva
- Jay to look at preparing a formalized statement
- Jay to first determine whether there is any pecuniary interest conflicts involved with preparing the aforementioned statement.

## Next meeting date

- Trying to find a way to avoid conflicts with other meetings
- Tuesdays and Thursday evenings preferable; ideally first or second week of the month;
- Jay to distribute an e-mail soliciting feedback from members.