



## Physical Literacy Action Group Meeting Minutes January 28, 2020 | Telephone Conference

**In attendance:** Dave Robertson, Marnie Forsberg, Brenden Branscombe, Alex Stoddart, Jen Buettner, and Guests – Reg Leidl (SPEA) & Shae Gorrill (Fieldwork Student with *in motion*)

**Regrets:** Louis Humbert, Cathie Kryzanowski and Wendy McKellar

**Changes:** Don Ratcliffe Smith has decided to step back from the work group

### How Do We Work Together to Get This Done?

Since we may not have the financial resources to take on the entire marketing proposal, we will look for a way to start small and scale our campaign as we get going. Discussion occurred regarding whether this campaign is truly a short-term project or whether it could be a longer-term project. An idea was presented to create images instead of videos to reduce costs.

A question was raised whether there were grant opportunities available that group members could work together to access.

Creative Process – One representative from *in motion* will work on this with Dave. Open to more creative minds!

### Amplifying our Message through Existing Networks

Our goal is to create a momentum-building campaign through monthly messaging that is shared consistently across channels that are represented by group members. Messaging would be branded with all of the group members and their organizations in mind. We will work together to begin sharing messages as early as February

*in motion* volunteered time and capacity to assist with creating messaging to be reviewed and shared by the group. SaskSport may be able to assist with the creative aspects. Scott at Amplify may also be able to develop these. *in motion* will work on a chart that will include audience, priorities, and messaging.

Traffic will be directed to the *in motion* website so that all of the resources can be housed in one, central location. This will allow for easier tracking and reporting.

A dedicated Instagram page for our working group is a second step that we may look into after we get more practiced with the initial phase of content creation and sharing.

The group discussed having a group charter that outlines our commitment to each other in terms of policies around social media and communication. It will also speak to the distribution channels and the types of messaging that we are looking for. This will be added to the Terms of Reference and circulated to the group for feedback and approval.

**Existing Networks for Communication**

- Coaches Association – Facebook & Twitter
- SaskSport – Sport Page, Newsletter
- SPEA – Social Media, Email Newsletter
- University – Pre-Service Teachers, Research Council
- *in motion* – Social media, newsletter, website (story blocks)

**Wrap Up Discussion:**

The provincial summit that was planned for June is on hold due to some re-structuring to accommodate funding changes at Active Saskatchewan. More time will be focused on the working groups. The working groups will still gather in the spring or early fall, but the format will look different.

**Action Items:**

Accountability	Action	Due Date
Dave/Brenden	Create a communications plan for February-April to be shared with the group for feedback	February 4, 2020
Dave/Marnie	Explore graphic design opportunities with SaskSport and Amplify – At least one graphic element in place for the February post	February 7, 2020
Dave/Cathie	Review Terms of Reference and add section to speak to our social media policies and the group’s commitments to each other	Next Meeting
Brenden	Send Doodle poll to everyone to find out which date works best in the last week of February	February 4, 2020
Everyone	Provide feedback on communications plan, send high quality logo to Brenden for use on Work Group website, and respond to Doodle poll	February 7, 2020

**Future Meetings:**

- Date to be determined by online poll – last week of February