

MAP INFORMATION WORKING GROUP

MINUTES OF THE FIRST MEETING ON FRIDAY OCTOBER 5th, 2pm at MOSAIC

Present: Bahar Taheri – BC Refugee Hub

Thanh Lam – Mount Pleasant Neighbourhood House

Carl@ Campodonico – Qmunity

Sara Lopez – VAST

Katherine Griffin – MOSAIC

Azadeh Tamjeedi – UNHCR

By phone – Richard Belcham – inasmuch

Jenny Moss – MAP

Apologies were received from: Gulalai Habib, Kathleen Muir, Iris Solorzano

1. Welcome and Introductions: Members were asked to introduce themselves and their organization and say:

1. What skills they have to offer the IWG
2. What they hoped to take away from their participation

Sara – VAST – she is a refugee herself who came to Canada via USA and offers that voice.

She also offers the skills and resources of VAST for trainings, collaboration etc.

Sara hopes to build a more positive profile for RC's

Richard – Inasmuch – moved from the Board to take up employment via stream B funding

Has 25 years of marketing and communications experience including copywriting, brochures, websites, ads, directed videos, report writing

Richard hopes to create a forum of discussion to counter the current toxic media.

Carl@ - Qmunity – came as a convention refugee because he spoke out against 'rehabilitation clinics' for LGBTQ individuals in his country. He advocates for the trans community who suffer systemic discrimination everywhere.

Carl@ has written several manuals for Qmunity and has experience writing jargon-free Information & referral literature.

Wants to see more jargon-free information that can help reduce the harm done to LGBTQ RC's.

Thanh – Mount Pleasant NH – she is the youth & settlement coordinator at MPNH. She is the child of boat people and so has learned from her parents about the RC experience.

She likes to speak out and is experienced in bringing diverse groups together.

Bahar – BC Refugee Hub – she is responsible for providing Newcomer Information through the Hub. She has 11 years' experience in event planning, social media and web design and 10 years working in the sector.

Bahar would like to be more active in her support to RC's – make a difference.

Katherine – MOSAIC – She is a Settlement worker at MOSAIC in both Stream A & B funded services. She enjoys writing and has written for the EU and UN. She is experienced in social media, photography and the visual side of communications. She wants to change the tide of media around RC's and is interested in increasing public awareness.

Jenny – MAP – Jenny is Coordinator at MAP, an organization she started with other agencies in 2007 when they were setting up First Contact (now a BC211 service) The Information Working Group at that time was crucial to providing clear, reliable information to RC on arrival.

Jenny is good at coordinating working groups, networking and creative thinking. She appreciates all the members' help and echoes their reasons for working together.

REQUEST: Jenny will chair and take notes at this meeting but looks for volunteers for either position.

Members all volunteered to help out – **NEXT MEETING to be chaired by Sara**

2. The Agenda was read and approved with the addition of:
Funding opportunity – Canadian Heritage

3. Purpose and scope of Information Working Group

The group discussed the purpose (goals) of the IWG. Since there are 2 distinct purposes the committee will probably work in 2 groups who come together monthly to share progress.

SECTION 1: Public Education

Myth-busting campaign to be launched through one, or more, of the following formats:

- social media campaign
- events – such as at different libraries – story telling
- working directly with media

Discussion: we need to learn how to speak to the centre-right whose ideas don't reflect RC realities.

Azadeh suggested a **Climate Change Outreach document** that suggests how to communicate with the centre right – language, values and approach need to be different. (ATTACHED + UNHCR and other documents regarding strategic media campaigns and ethics)

Sara suggested we speak to **Discourse** on how to approach media re RC's and how to get our message across.

ACTION: Jenny to approach Alia to attend an IWG meeting (and perhaps a MAP meeting too)
We discussed various priority topics the campaign could pursue, of concern is LGBTQ RC's.

The **Canadian Heritage funding** provides opportunities to apply for funds to develop EVENTS, PROJECTS and CAPACITY BUILDING and our public education goals fit well with Canadian Heritage's mandate to support cross-sector dialogue, advancement of vulnerable populations, collaboration and bridging. (Tabled to next meeting)

SECTION 2: MAP branding and promotion

Logo and website development:

Jenny reported MAP has retained Katie Lapi to design the **logo** and Patrick Crossman to develop a new website. Both are waiting to hear back from IWG with ideas for them to develop.

This meeting we will complete 2 branding exercises around language and color to send to Katie.

Website development will first focus on:

- who is our audience and what do we want to communicate?

There was much discussion about the possible need to develop 2 websites – one for service providers and RC's and another for the public – which will carry our public education campaign. AGREED to continue this discussion at next meeting.

Carl@ noted the website must be user-friendly – IRB uses short videos and is very appealing.

Note: we need to make sure MAP and its member agencies are better known and more widely known. A plan of dissemination will be included once the tools are in place.

The Purposes were agreed to and Jenny shared a possible Terms of Reference (based on MAP's)

Terms of Reference (see attached)

The Terms of Reference were **approved** with these modifications:

- a) The Timeline was explained – IWG can continue indefinitely but additional funding will be needed beyond the Provincial grant that closes March 31.
- b) Full meetings will be held on the first Friday every month from 1 – 3pm at rotating agencies. Sub-committees (Public Education, Website design and support) will meet between the main meetings. There was some discussion as to whether the sub-committee meetings should be just before or after the main meetings, or if time is needed to act on suggestions ready to report to the general meeting. TBD

3. Branding exercise for MAP

Volunteers joined one of two groups: a) colors & visuals b) words/phrases that represent MAP, with the idea that these exercises will help the IWG best visualize MAP as well as being important material for the logo design and website.

Colors/Visuals: Bahar, Thanh, Carl@, Azadeh

The group considered colors and also designs that would best represent MAP.

“COLORS AND SHAPES” BRANDING GROUP NOTES:

We reviewed the logos of other umbrella organizations and others in Vancouver:

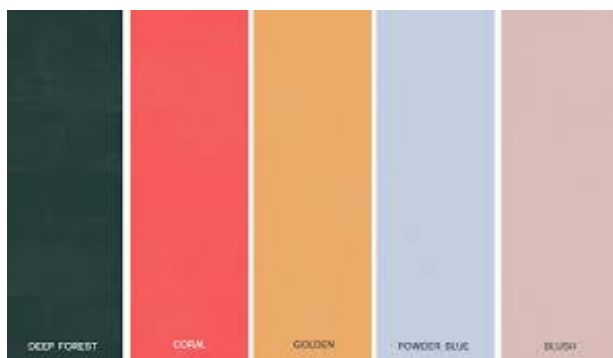
- CCR: red and black (no tag line), image migrants in jail
- AMSSA: Rainbow dots plus tag line (strengthening diversity in BC)
- Ocasí: green: tagline advocacy for chance
- Peacegeeks: blue and olive branch
- Equitas: Blue (educate, empower and change)

Likes for logos:

- Mountains: Interlocking triangles to represent mountains - to symbolize that MAP is a BC-based group – currently the Lower Mainland but perhaps in the future may expand to other parts of the province (NovelSupply.com, Northshore Candy and Nature Derived as examples), incorporate movement if possible, small triangles and a big triangle, interlocking to symbolize collaboration which is a big part of MAP.
- Colours: **orange with greys/black/yellow/green** (NOT NDP orange)
or **fuchsia with greys/black**

See color palettes below of examples we found on the internet and an image of interlocking triangles.

(Note: we would like to make sure that we are not looking like an environmental with our mountain/triangle logo – that came up as a concern with the triangle logo idea but the group still really likes incorporating interlocking triangles somehow.)



The group came together to discuss results. Sara mentioned that orange represents 'joy' and 'hope' and fuchsia is the color of healing. Fuchsia is the color for SOGIE. We discussed the 'mountain' idea as mentioned above.

Words/Phrases exercise: Richard, Sara, Katherine and Jenny

As individuals we wrote down words or phrases that communicated what MAP IS and what MAP DOES.

The following words were the most favored:

Community

Welcome

Trust

Partnership

Focus

Global

Voice

Action

These words can inform the creative process for the logo and also be incorporated in the tagline. Richard subsequently worked on a tagline exercise (attached) and submitted a visual of how it could all look together.

The groups were thanked, and a submission will be sent to the logo designer and we await her possible designs for another round of discussion.

4. Next steps – work teams and action plans

- tabled to next meeting

4:15 pm The meeting closed. Because of the need to address the Canadian Heritage Fund opportunity in a timely fashion (please see : <https://www.canada.ca/en/canadian-heritage/services/funding/community-multiculturalism-anti-racism.html> as well as complete anything outstanding from the logo consultation and decide on work teams and an action plan the next meeting will be held on **Friday October 19th at 1pm at Mount Pleasant Neighborhood House, 800 Broadway.**