



North West Scarborough LOCAL IMMIGRATION PARTNERSHIP

Working Committee # 1: Access to Information – Website Review Meeting Minutes

Date: May 12th 2011

Location: Agincourt Library – 155 Bonis Ave. (upstairs boardroom)

Attendees: Brian Kumarasamy (International Web Development Corp.), Artan Saphui (Polycultural Immigration Community Services), Sulekha Sathi (Agincourt Library), Helen Yang (YMCA - Newcomer Information Centre), Jorge Silvestri (Mennonite New Life Centre of Toronto), Hanifa Kassam (ACSA), Mani Mahadeva (NWS LIP), Michelle Davis (NWS LIP)

Purpose of the Meeting

- Contribute critical feedback and engage in the process of redesigning the LIP website and branding to enhance LIP initiatives

Introduction and objective of the meeting

- Michelle welcomed the participants and introduced Brian the representative for the web development consultant
- The approved logo for the LIP project was then shared
- Briefing on the purpose of the meeting was given

Identify Wishes for the LIP website

- **Options for a search engine – sector professional or newcomer relevant information (to be clearly defined throughout the website)**
- Who is the website for? - Need to clarify clearly who are the users **when targeting newcomers to use the website. There needs to be a brief about the project and its purpose**, as newcomers may like to get more information
- Is it possible to have news headline running through or **having special category – “agency events” – further categorized into services or sectors. It can show events on selected language too**
- Pop up map with plotting – when a user clicks on a dot – a drop down will expand and provide contact details and brief about the specific services
How detailed will mapping information need to be – may be difficult to add or display very detailed information. Ex: Schools – whether to have TDSB high

schools and elementary schools. It is good to add such umbrella organization – best to start mapping of services with partner organizations as that information is most available then expand later on in the project

- Providing access to update and post material on the website for all member agencies may be difficult. Content should be posted by one administrator – Use of a tool like “Evites” submission of events or information to the website administrator and then they could post to site.
- In the newsletter – a brief profile of a few partner agencies each time for every newsletter – go with a theme, or on the website sector agencies, Ex: Employment for February
- Need to add articles from clients or testimonial / or **we can add videos (newcomer stories)** - East Metro has journalism program, good idea to collaborate for material
- Section for cultural media resources to help build relationship with media sources (some media ignore community service providers)
- Tips to live in Canada, or links to job posting for newcomers
- LIP will review orientation package and recommendations can be posted to the website
- Blog to share information and get feedback – required proper promotion and moderation

Identify Key Characteristics

- Professional look and feel
- Use colours that are eye friendly
- Fonts and images to be printer friendly – if a newcomer seeking information would like to print pages for their reference

Review the Current Website

- Add logo's to the name of partner agencies
- First page – should direct users where to go
- Currently information about meeting minutes, Terms of Reference, deliverables, meeting schedules, etc. are more relevant to partners should be organized according to their relevance to one another
- Headings should be horizontal and drop down with different categories –
Structure to be submitted to Brian
- Remove password pages – accepted
- Permission to update calendar – it can be done. Is it good to limit to one or two months?
- Working Committee – calendar both connected
- Option to “How to find info within the LIP website”
- Other related links – review and add more “Related Website” links
- Change the name:
 - To reflect all services provided or specific to the area in which the LIP operates

- Option to choose specific key search words when posting to the website will be more useful as suggested by the consultant. However, it is good to reserve some closely related domain names for future use and precautionary measure

SWOT Analysis

(Please see slide #8 on PowerPoint presentation)

Identify existing best practises/ websites

- torontolip.com – has different language welcome greeting
- Settlement.org's "Help in your language" link gives information and videos on how to start your first days in Canada as well as sector information
- fpyna.ca's "Mish-Mash-up" is a great example of partner and general users regular contributing, posting, and updating of websites main content. This example would definitely need through and extensive moderation.

Q & A – Open Discussion

- Informative emails will be emailed to partners on a biweekly basis that will be linked to the NWS LIP blog, in order to begin streamlining LIP information dissemination
- Time frame of design: deadline is the end of June for NWS LIP website launch. Submission of the Structure Outline to Brian will need to take place by mid May
- From there the website consultant in conjunction with the web designer will work on a draft layout to be approved by Working Committee #1. Once the layout has been approved the web designer will begin further work
- A first draft of the website will be presented to Working Committee #1 for their critic and adjustments will be made where necessary before the website becomes live. Upon final approval, the website can then become live
- All partners will be presented with the final product and encouraged to utilize during the next Partnership Council meeting in June