

Welcoming Communities Initiative

E-Bulletin & Website

Presented by: Tasha Williamson

Introduction

- Important instruments for dissemination of information to a wide audience, including academics, community people, general public
- Your role: Writing for the e-bulletin and website
- Target audience
 - Who are they?
 - How do we want to communicate with them?
 - What do we want to say?
- Branding: Logo, colours, font, languages

Writing for the E-bulletin

- Your forum to share news with others
 - This is your place to shine, to share the excitement about the project with colleagues and a wider audience
- Mix of “administrivia,” updates, and interest pieces
- We welcome submissions from everyone
 - Submission process
 - Editing
 - Monthly distribution

Writing for the E-bulletin, cont'd

- Academic or bureaucratic writing vs. writing for popular media
 - Presentation by YourCity magazine
- Audience
 - Keeping your audience's interests and background in mind
 - Databases – the first e-bulletin was sent to over 1500 email addresses
 - Academic
 - Municipal
 - Government

First Issue



WELCOMING COMMUNITIES INITIATIVE

E- Bulletin October 2009

It is not where you are from or where you are going; it is where you are welcome that makes it home.

Welcoming Communities Initiative – Who We Are

The WCI is a collaborative effort between universities and local stakeholders to promote newcomer inclusion and to help small and medium-sized cities benefit from diversity. To achieve these goals and to capitalize on the proximity of researchers to community organizations and municipal agencies, the project is building a durable research and governance infrastructure. This infrastructure will support policy and best-practice research and will help to forge connections among researchers, local stakeholders and government agencies.

In this issue...

- Introduction to the WCI
- Greetings
- Announcements
 - ❖ Additional Funding
 - ❖ Funding Guidelines and Other Protocols
 - ❖ WCI Member Biographies
 - ❖ Changes in Leadership and Representation
- Progress on WCI Baseline Studies
 - ❖ Inventory and Audit of Local Resources
 - ❖ Service Utilization Research
 - ❖ Mutual Perceptions, Attitudes, and Experiences Research
- WCI Collaboration
 - Plans for Local Engagement
 - The WCI Website
 - Activating the Research Domains
 - Policy Updates
 - ❖ CIC's Modernized Settlement Program
 - ❖ COJA
 - ❖ LIPs and The WCI
- WCI Committees

Greetings!

Hello and welcome to the first edition of the Welcoming Communities Initiative E-Bulletin, your source for all news great and small in the WCI! We have many updates to share with you, filling you in with regards to what has been going on in and around the project. Some of these exciting developments will be discussed in the following articles.

The e-bulletin will be sent out on a monthly basis once things really get going, but for now, its distribution will be somewhat intermittent. This is the place for you to share with everyone else involved in the project any new developments, announcements, news items, ongoing work, etc. It will also be made available on our new website, (see below for the Website article). Please be sure to let WCI Project Manager, Tasha Williamson, know about anything that you would like to have included in the upcoming issues. You may email her at wci@uwo.ca.



INITIATIVE DES COMMUNAUTÉS ACCUEILLANTES

Le bulletin électronique octobre 2009

Ce n'est pas le lieu d'où l'on vient ni celui où l'on va qui est son chez-soi, mais l'endroit où l'on est bien accueilli.

Initiative des communautés accueillantes – Ce que nous sommes

L'IDCA est une action menée de concert par les universités et les intervenants locaux pour promouvoir l'intégration des nouveaux arrivants et aider les petites et moyennes villes à profiter de la diversité. Pour atteindre ces objectifs et tirer parti de la proximité des chercheurs des organismes communautaires et municipaux, le projet met en place une infrastructure durable de recherche et de gouvernance. Cette infrastructure appuie la recherche sur les politiques et les pratiques exemplaires et aide à créer des liens entre les chercheurs, les intervenants locaux et les organismes gouvernementaux.

Dans le présent numéro...

- Introduction à l'IDCA
- Mot de bienvenue
- Annonces
 - ❖ Financement additionnel
 - ❖ Lignes directrices sur le financement et autres protocoles
 - ❖ Biographies des membres de l'IDCA
 - ❖ Changements touchant la direction et la représentation
- Le point sur les études de base de l'IDCA
 - ❖ Inventaire et vérification des ressources locales
 - ❖ Recherche sur l'utilisation des services
 - ❖ Perceptions mutuelles, attitudes et recherche sur les expériences
- Collaboration avec l'IDCA
- Plans de mobilisation à l'échelon local
- Le site Web de l'IDCA
- Mise en action des domaines de recherche
- Mise à jour des politiques
 - ❖ Programme d'établissement modernisé de CIC
 - ❖ ECOI
 - ❖ Les PLI et l'IDCA
- Comités de l'IDCA

Mot de bienvenue

Nous vous saluons et nous vous souhaitons la bienvenue à la première édition du bulletin électronique de l'Initiative des communautés accueillantes, qui vous permettra de découvrir tout ce qui se passe d'important et d'intéressant au sein de l'IDCA! Nous avons de nombreuses mises à jour à vous communiquer pour vous mettre au courant des activités du projet et de son évolution. Les événements saillants seront examinés dans les articles qui suivent.

Le bulletin électronique sera distribué mensuellement une fois que tout sera en place, mais pour l'instant, sa distribution sera plutôt intermittente. Il s'agit de l'outil qui vous permettra de partager avec les autres participants au projet les faits nouveaux, les annonces, les communiqués, le travail en cours, etc. Il sera aussi publié dans notre nouveau site Web (voir l'article sur le site Web). Ne manquez de faire savoir à la gestionnaire du projet de l'IDCA, Tasha Williamson, ce que vous aimeriez voir aborder dans les numéros à venir. Vous pouvez lui envoyer un courriel à wci@uwo.ca.

Branding



WCI Website

Connecting our Community

Slides by: Dawn Zinga

Presented by: Tasha Williamson

The Basics

- As we've opted for a distributed network and not a hub or site-based organization the WCI website is essential to keep us all connected
- Our site will have a public and private area
- It will archive all of our documents, reports, works in progress, media releases... pretty much anything that you can think of archiving or showcasing
- Yes, that includes video clips and any other type of multimedia that we'd like to have available

The Public Face of WCI

- In many ways the website will be the public face of WCI and so we will use it as a showcase and as central point of information
- In the public section of our website there will be organizational links to the domain descriptions and memberships
- A section that highlights the communities, universities, and people who are involved
- As well as quick links to our media centre, current research projects, event, e-bulletins, products and publications

The Public Face of WCI, cont' d

- It will also have areas for partners to put up releases or announcements as well as a research release section
- Our funders and partners will be highlighted with links to their sites provided
- We will also offer a quick and easy links lists
- Our search engine will have advanced capabilities that allow searching to “find an expert” and “find a study” to make accessing our information easier
- We will also be able to showcase breaking news

The Private Side of WCI

- As the website will also be used to connect all of us, there will be a private side or intranet to the site
- The intranet will be by login access only
- Members of the WCI will be provided with a login so that they can access the intranet
- The intranet will house organizational documents such as meeting minutes, internal announcements, works in progress, preliminary reports, databases...
- It will also provide options for document sharing and collaboration on projects and documents

The Private Side of WCI, cont' d

- The private side of the website will help us organize collaborations and other joint initiatives
- It will help us stay in touch and keep up to date
- It is not meant to replace face-to-face meetings or other personal interactions but rather to facilitate collaboration over distances in-between more personal interactions
- It will keep us networked and serve the multiple needs of WCI members (i.e. various community agencies can share information or coordinate a multi-site research project)
- The intranet will be tailored to our needs as we grow

Progress to Date

- The website committee has spent several months developing the look and skeleton organization of the website
- Linda Manning has been particularly helpful in providing the assistance of her team of designers and in securing hosting for the site
- We are now in the process of finishing the compilation of the content for the website and engineering the more complex functions
- We expect to unveil the new website early next year

What Do We Need From You?

- We need a brief bio from every WCI member
 - Your bio should include a 1-2 sentence description of your research and professional interests as they pertain to WCI as well as contact details and a link to your website/webpage
- We need links that may be useful to have on the website (i.e. organizations, government sites, programs)

When do we need it?

- If you'd like to be included in the launch of the website we need your materials by December 15, 2009
- Please submit your information to Tasha at wci@uwo.ca