

Synopsis

S4D Meeting on the Storytelling Platform

January 18, 2011

1. Introduction

The Sport 4 Change (sport4change.ca) storytelling platform has developed over the last year-and-a-half in order to respond to the increasing need from the Canadian sport for development community to showcase the impact that sport is having in communities and to connect those working in this field. A small volunteer working group has been meeting regularly to develop the platform and provide guidance on the site's look, content and strategic direction. This meeting on January 18, 2011 brought together a variety of people working in the sport for development field in Canada (see participant list) for a presentation and discussion about the platform.

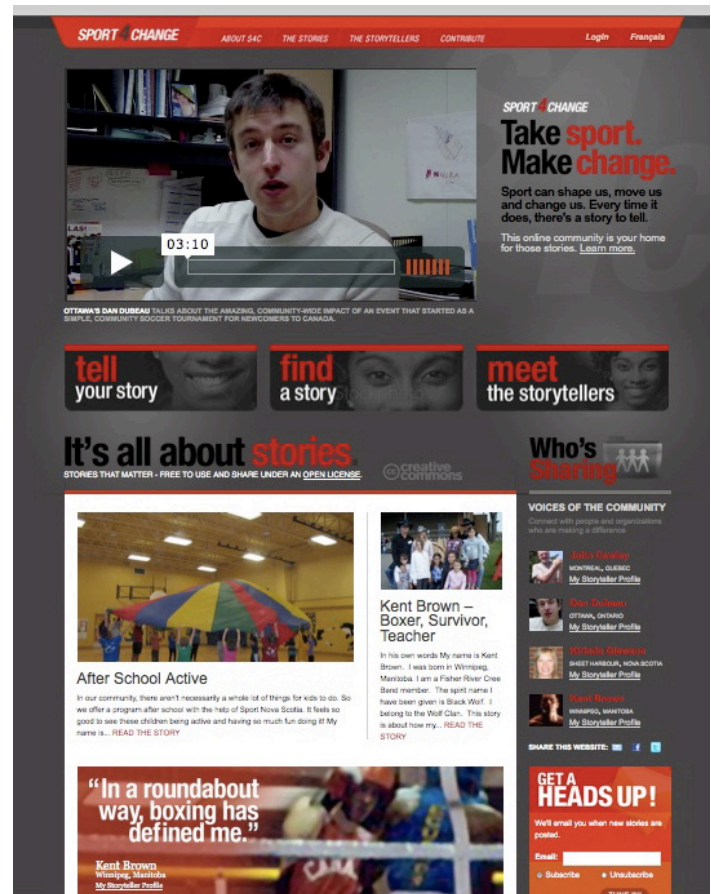
2. The objectives for the meeting:

- To elicit feedback about the platform
- To discuss how to market the platform and raise awareness amongst the community
- To seek contributions from participant organizations

3. The presentation of the sport4change.ca storytelling platform:

- Together, we walked through the platform design and layout. The photo to the right depicts the development site (not yet live). Simplicity of content and design are at the foundation of the site in order to ensure the primary focus on the stories.

- One of the first stories is a video of Dan Dubeau from the Catholic Immigration Centre who runs an event called the Community Cup (a one-day annual event which works to integrate newcomers to Canadian culture and lifestyle). Dan was asked what was motivating him to be a part of the platform. He spoke of the value of being involved with S4C and believes it will be useful in terms of demonstrating progress to funders, increasing the reach and profile of the event, and creating long-term benefits through connecting with other practitioners.



4. Discussion and Questions from the group

A) IDEAS ABOUT HOW THE SITE COULD BE USED

Where do you see yourself in this project? Does it resonate?

- This site can show expertise domestically to the international field and vice versa and build the network of practitioners in Canada
- The stories could provide anecdotal and empirical evidence of sport for development initiatives
- Many in the sport community are looking for a portal to tell their stories that organizations can use. There could be a function that speaks to the user to push the stories out to specific stakeholders with specific content. For example, when organizations like CAAWS sign up to the community, they could identify areas of interest (women/girls) and then they would receive emails when relevant stories are posted (create a push model).
- The platform could evolve to be more than just stories. We might want to find ways to present opportunities via the platform (i.e. events, conferences, jobs). What will add value and keep people coming back to the site?
- We could pool resources and create a day of video shooting for a bunch of organizations, with communications expertise available on-site.
- One funder saw the site as valuable for its search capability, the collaboration aspect, the ability to generate support from other funders, and to be used as a research tool (help groups make connections to similar organizations/initiatives).
- The site could be used to highlight and share best practices (i.e. Citizenship and Immigration could link to a few stories on s4c.ca to highlight successful/less successful immigration initiatives)
- Ottawa University could think of 6 professors who could use this in their classes with their students.
- Could be used as a place for groups/people to get ideas for what they could contribute in their respective communities
- Value for frontline workers (City of Ottawa for example) who could give and take and use stories to tailor their own messaging

B) QUESTIONS FROM THE GROUP:

- Is this a Canadian site only? The website is intended to highlight Canadian stories and practitioners (both here in Canada and about Canadians abroad that links back to a Canadian context). We will need to make this more prominent in the site design.
- Is there accessibility for visually impaired? Most visually impaired would use customized browsers to view the content.
- Do we have to be a Storyteller to join the network? No, if you don't submit a story you can still be a part of the community and receive updates/ways to contribute.
- Can we link organizations/people who are searching for the same things? Yes, it is feasible, but may be reaching too far into your private info
- Some questions around communication: how do we get to all those stories and once we get them, how do we treat them (pick out weeds)? The analogy of gardeners seems to fit. We will need gardeners to manage the crops and provide treatment as needed. If someone wants to plant a weed in the garden, we will need to say that won't fit. A contribution model from many organizations could help this happen. Or we may find the need for a point person (volunteer or if resources permit a paid staff) who could tend to the platform (garden).
- Not all people working in this field are great storytellers – is there a value-add component we'd want to offer to enhance the impact of the raw stories? We could use prompting questions to help storytellers flesh out their stories. (i.e. was this a one-time event or recurring? Who was affected? How were they affected?). It often takes research to find and draw out those stories. Some of these stories could be an interview style. A lot of the good stories will be found on the fringes without the resources to capture and present the stories – may have to reach out to them rather than expecting them to step forward

5. Engagement:

Ways you can raise your hand to contribute:

- a) Commit to bringing forward one story to build basic content
- b) Create buzz beyond the S4D group
- c) Help identify stories (often those doing amazing things don't realize it)
- d) Manage stories (picking out weeds, offering guidance, creating prompting questions, etc.)
- e) Set up a booth or speak at an upcoming gathering/conference
- f) Find a student/volunteer to help tend to the site
- g) Connect with storytellers (i.e. the author of "Home and Away", Dave Bidini)
- h) Help develop the communication strategy
- i) Financial resources to help sustain the platform

Participants:

Participant:	Organization:
Carla Thachuk	Commonwealth Games Canada
Christina Parsons	True Sport
Dan Dubeau	Catholic Immigration Centre
Debra Gassewitz	Sport Information Resource Centre
Derek Johnston	Face Value Communications
Erin Kasungu	Sport Matters Group
Ian Bird	True Sport
Janis Phillips	City of Ottawa
Karin Lofstrom	Canadian Association for the Advancement of Women & Sport
Karri Dawson	True Sport
Kathy Hare	Active Circle-Motivate
Kevin Humphrey	Ontario Trillium Foundation
Lauren Capstick	University of Ottawa
Laurissa Kenworthy	AthletesCAN
Mike McWhinney	Sport Canada- International
Michele Walker	Sport Information Resource Centre
Milena Parent	University of Ottawa
Natalie Brett	KidSport
Paul Jurbala	Canadian Sport 4 Life
Peter Levefbre	Answerman
Rachel Bedingfield	Active Halifax
Ryhan Mansour	Citizenship and Immigration Canada
Sarah Kambites	UN Association in Canada
Stephen Stuart	University of Ottawa
Victor Lachance	True Sport
Wendy Perkins	Street Soccer Canada

6. Next Steps

- a. Send out follow up note to participants and S4D group
- b. Offer some basic parameters (point to example stories, some guidance)
- c. Send in your stories/help identify stories to help build the site
- d. Sign up for one of the areas above (#4 under engagement)
- e. Launch site: estimated May 2011

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