

## **Communication Committee – Terms of Reference**

The purpose of the Communications Committee is to provide recommendations to the FSAC Board of Directors on matters of communication and engagement to the membership, other professional associations and to the public when required.

### **Membership**

- The Committee Chair shall be appointed by the FSAC Board.
- All members of the Committee shall be members in good standing with FSAC.
- There will be four (4) members of the Committee with the precise number being at the discretion of the Committee Chairperson.
- The representative of the Association's active PR firm will sit on the Communications Committee in an advisory capacity.
- Ex Officio Committee Members: President and Executive Director (non-voting)

### **Terms of Office**

- The Chair shall be eligible to sit for three (3) consecutive one (1) year terms.
- The term for all other members is two (2) years, renewable.

### **Accountability**

The committee will take direction regarding projects and activities from the FSAC Board of Directors. The Communication Committee members are responsible for the following:

- Developing communications to be sent to the membership. Communications can be in the form of: written, verbal and all electronic forms of communication.
- Ensuring consistency in language, tone and messaging on all FSAC communiqués to the membership and to the public.
- Writing editorial content for publications.
- Providing direction and overseeing planning of communications and communications strategies.
- Reviewing the Associations' communications strategies annually to ensure they are aligned with the vision and mission statement of the Association.
- Ensuring that the Associations' communications are accurate, and that communication requests are reviewed and responded to in a timely manner.
- Ensuring each committee member is well-informed on matters affecting the FSAC membership and any communications sent to the members.

- Promoting recognition and awareness of FSAC as an organization and to represent its members and the organization in a positive manner.
- Updating and reviewing the FSAC website on an annual basis to make sure it is up to date and all information on it is accurate and reflects positively on the Association and its membership.
- Promoting via the website members and suppliers that have contributed to the Association.
- Advising and making recommendations to the Board of Directors on any issue relating to the communications sent or received.
- Partnering with other committees as appropriate on matters of common interest.
- Preparing talking points for the provincial representatives to highlight the Association's activities in the prior year by end of March every year for Board approval.
- Promoting FSAC to its members, to non-members and to the public in an effort to increase membership and awareness of the Association.
- Finding possible non-dues revenue opportunities through our media sources, such as Facebook and the website.
- Reviewing the committee TORs annually.
- Establishing an annual Committee budget.
- Reporting to the Board at least quarterly or more often as required on committee activities.
- Any other activity as directed by the Board.

#### **Chair of the Communication Committee**

- The Chair shall be responsible for chairing the meetings, ensuring the meetings move forward efficiently, and for developing quarterly reports on Committee activities for the Board.
- The Chair shall liaise directly with the Board of Directors of FSAC on a regular basis to ensure appropriate planning for strategies and liaison with other committees as may be appropriate from time to time.

#### **Meetings**

- The committee will meet annually in-person at the FSAC convention.
- A one-hour teleconference meeting will be held every two months, or more frequently as required.
- Meetings may be held in person, or electronic means such as telephone or videoconference.

#### **Quorum**

- Quorum shall be a majority of the membership of the committee.

### **Governance**

- Recommendations and decisions of the Communication Committee, to the extent decisions may be rendered, shall be made by consensus.
- Quorum shall be required at meetings where a decision and or recommendation are being made.
- Votes are passed based on the majority of those present.
- All decisions and or recommendations shall be submitted to the FSAC Board of Directors for final approval.

### **Record – Keeping of Decisions**

- The Chair shall ensure that a record of all decisions and recommendations of the Communication Committee is maintained.
- The Chair may appoint a recording secretary as appropriate.