

Terms of Reference

Communications Co-ordination Committee

Introduction

The decision to create a Communications Co-ordination Committee was the outgrowth of a communications strategy that was developed in 2008 and the hiring of a part-time Communications Officer in 2011. The creation of the committee as a subcommittee of the Executive Committee was approved at the October 18, 2012 Executive Committee meeting.

Purpose of the Committee

The purpose of the Communications Co-ordination Committee is to develop and implement communications plans, strategies and activities, ensure a consistent message, evaluate the effectiveness of DFA communications and provide direction and guidance to the Communications Officer. The Communications Co-ordination Committee would report to the Executive Committee on a regular basis, and report annually to the DFA Annual General Meeting.

Specific activities would include:

- Development of communications strategies and plans
- Recommending communications policies to Executive
- Development of key communications messages.
- Working with the Executive Committee and the Communications Officer to ensure consistency in tone and messaging.
- Identifying, developing and planning communications opportunities, activities and events (e.g. publications, speakers series and other outreach events, communications to members, blog topics, website features, social media activities, media relations activities, etc.).
- Development of member engagement strategies and activities.
- Liaison with the Council of Representatives.
- Liaison with student organizations.
- Development of member surveys/feeding into bargaining surveys.
- Recommending research that should be undertaken to support DFA communications.
- Providing direction and guidance to the Communications Officer on an ongoing basis.

Composition of the Committee

As a subcommittee of the Executive, the majority of the roles should be filled by members of the Executive Committee.

The Executive Committee motion adopted in October 2012 specified the following positions on the Communications Committee:

- Chair
- Council of Representatives Liaison
- Editorial Chair
- Student Liaison
- Member Relations Liaison
- President of the DFA *ex officio*
- Communications Officer *ex officio*

Given the nature of communications, which must be adapted to changing needs and conditions, the committee should have the capacity to implement changes in its composition, including combining or

dispensing with assigned positions (with the exception of the Chair). The DFA President and the Communications Officer would be *ex officio* members of the committee.

With that in mind, the Communications Committee puts forward the following motion to the Executive:

That Motion 3.8, adopted by the Executive Committee on October 18, 2012, be amended to read: “Be it resolved that a Communications Co-ordination Committee be established as a subcommittee of the Executive Committee with a membership of at least three (3) members of the Executive Committee and the Communication Officer (*ex officio*). The Communications Co-ordination Committee has the discretion to assign specific responsibilities to the committee members. The President of the DFA will serve on the Communications Committee *ex officio*.”

Approved by the DFA Executive Committee – 18 October 2012 – Changes Approved 15 July 2014