

Communications & Public Relations Committee: Terms of Reference

Purpose:

- To create and advise on appropriate communications strategies to:
 - Facilitate the flow of information between the Executive and the Members;
 - Increase membership engagement in ASPA campaigns and initiatives;
 - Empower Members to enforce and uphold their constitutional rights outlined in the ASPA Collective Agreement; and
 - Promote positive and productive labour relations between ASPA and the Members.
- Support other Standing Executive committees by:
 - Co-developing communication strategies that comply with intended communications objectives; and
 - Advising on possible emotional impacts and resonance of sensitive communications.

COMMITTEE STRUCTURE AND PROTOCOL

Membership: The committee is to be comprised of at least three (3) ASPA members and the ASPA Administrative Assistant. The committee chair must be a member of the ASPA Executive. Individuals who are not members of the committee or association may participate in committee meetings at the discretion of the chair; however, they have no voting rights.

Chair: Member of the ASPA Executive, and appointed by the ASPA Executive

Term: 2 years, renewable

Committee Members: Executive and non-Executive volunteers

Term: 2 years, renewable

Type of Committee: Standing

Responsible To: ASPA Executive

Meetings & Reporting:

- The committee shall meet as needed, approximately monthly. Email as necessary to complete and/or approve tasks.
- Committee chair will provide regular reports to the ASPA Executive at the monthly Executive meetings. Reports must be submitted by the Friday prior to the Executive meeting.

SPECIFIC AREAS OF RESPONSIBILITY

1. As called upon by the ASPA Executive, advise on appropriate strategies to meet communications objectives.
2. Maintain oversight of ASPA website. Evaluate site effectiveness & metrics, add/maintain content, etc.
3. Review and advise on ASPA quarterly newsletters and the annual presidential report for overall content and messaging.
4. In conjunction with the Research Committee, develop and implement auditing tools to evaluate the effectiveness of promotional activities (e.g. surveys).
5. Provide a written annual report and presentation to the Executive committee and membership summarizing the committee's business at the AGM.
6. Annual review of the Terms of Reference.

CURRENT COMMITTEE – November 10, 2022

Chair: Currently Empty
Members: Anwyn Diakuw, Jane Onuma, Niya Hurley, Angeline Hainstock (Admin)

RECOMMENDED COMMUNICATIONS PLAN

1. Develop mechanism for Standing Executive committees to request Communications Committee involvement by completing a fillable form indicating the communications goals and current challenges.
2. Increase member-centric messaging of newsletter and website content (e.g., events for members; who represents you; FAQ).
3. Promote member services officer and supports offered.

Terms of Reference last reviewed – October 6, 2022

Communications Committee approved the Terms of Reference – October 6, 2022

Executive approved Terms of Reference – November 10, 2022