



COMMUNICATIONS COMMITTEE: TERMS OF REFERENCE

1. Purpose

The Communications Committee is a standing committee of the Board. The role of the Committee is to communicate our goals and mission, to develop and maintain our image in the community, to identify appropriate tools and media to communicate with the community, and to establish and maintain open communications with the community.

2. Objectives

- a. To develop an annual Communications Plan;
- b. To coordinate and implement advertising and public relations activities as identified in the Plan;
- c. To ensure all communications are in alignment with our Mission Statement and Values;
- d. To assess the effectiveness of the strategies and take corrective action if necessary; and
- e. To coordinate with other Committees for consistency of image and branding.

3. Membership

The Committee will consist of, at minimum, three Board members. The Committee will be chaired by a current Board member.

4. Frequency of Meetings

As needed.

5. Quorum

All must be present, either in person, electronically or by proxy.

Approved by the Board: November 24, 2015