

## NATIONAL ORIENTATION MANUAL \* POLICIES AND PROCEDURES

### COMMITTEE TERMS OF REFERENCE

Name: **Communication Committee**

Type of Committee: Standing Committee

***Purpose/Mandate:***

The Committee shall oversee internal and external communications of CCI. This committee shall be the hub of information collection and dissemination to other appropriate committees/bodies. Current responsibilities and mandate to include:

- (a) Initiatives to expand CCI's brand recognition by the public
  - To enhance communication and marketing using all available technology
  - To work with the CCI National Executive Board in the development and execution of a national marketing plan
  - Ensuring that the public website information is current and relevant
  - Develop initiatives to build brand through recognized expertise to all levels of gov't and media outlets
  - Creation/dissemination of press releases (ie honoring award winners externally, etc)
  
- (b) Consistency of CCI's "brand" within the CCI
  - Updating of brand identity manual for chapters following the development of a national marketing strategy
  - Provide chapter communication topics of interest through the Chapter Relations Committee for the Leaders' Forum held twice annually
  - Development of materials that can be used by chapters to promote the CCI brand (*ie following the development of banner bugs and chapter registration table covers, etc*)
  - Evaluate and recommend policies for communications strategies
  - Notification of branding non-compliance to be referred to Chapter Relations Committee For follow-up
  
- (c) Production and distribution of regular national newsletter to chapters in chapter-preferred format (ie electronic or hard copy)
  - Encourage submission of chapter event/recognition photos and articles for national newsletter to spotlight chapter success and member achievements
  
- (d) To annually review all communications/newsletter policies and practices
  - To ensure the use of disclaimers in all Chapter publications/newsletters
  - Review and judge chapter newsletters for Penman Smith Newsletter of the Year Award for Chapter Tier One and Chapter Tier Two

**Accountability:**

- Committee is responsible to the Executive Board

**Membership Composition/Requirements:**

- (e) Committee Chair – nominated and elected by the Executive Board
  - One-year term, renewable, and shall stand until their successor is duly appointed
  - To attend the annual Committee Chair orientation teleconference call
  - To attend regular Committee Chair meetings
  - To assist the Executive Board in recruiting additional committee members as required
  - To appoint and oversee any Subcommittee Chairs as required by the committee work
  - Provide regular committee reports for the Spring and Fall National Council meetings
  - Serves as a resource to the Executive Board and keeps the Executive duly informed of any strategic issues of a national nature
- (f) Committee shall consist of a core committee, representing the diversity of CCI, both geographically and membership type
- (g) All Chapter Communication/Newsletter Chairs shall automatically be auditing members of the committee and as such, shall be invited to attend and participate in regular committee meetings
- (h) The Executive Board shall appoint a member of the Executive to be a liaison on the committee who shall be a resource on clarification of the national strategic direction

**Meetings**

- (i) The committee shall meet 5-6 times annually, in person or teleconference
- (j) Keep minutes of committee meetings, to be posted on the virtual boardroom as a resource for all Council/Executive/Chapter directors

**Staff**

- (k) Provides support to the committee through full professional and administrative services and as such shall attend all committee meetings and shall be responsible for taking meeting minutes

(November 2015)