



## Committee Terms of Reference: Communications Committee

<b>Type of Policy</b>	<b>Governance –Terms of Reference</b>
<b>Policy #</b>	<b>GOV #3.2 Communications Committee</b>

### General Sub-Committees of the Library Board

- Sub-committees shall be established by the Library Board as required – either Standing Sub-Committees or Special Purpose Sub-Committees
- Sub-Committees shall be composed of individuals with expertise or knowledge relevant to the Objectives of a particular committee. Criteria for each sub-committee shall be established by the Library Board. Sub-Committee members may be required to have a Criminal Records Check.
- Some Sub-Committees may require members sign a Confidentiality and/or Conflict of interest Agreement provided by the Library Board. Once it has been established that an Agreement must be signed, breach of that Agreement shall result in the removal of that member from the Sub-Committee.
- The term of the Sub-Committee shall be no longer than the term of the Board
- The Board may decide that a Sub-Committee’s members shall be only Board members
- A Sub-committee may be dissolved once its objectives have been met

### Role of the Communications Committee

To promote, share, and educate the community about the Callander Public Library and its many programs and initiatives, as directed by the Library Board and/or CEO, as well as developing policies and staff/Board directives for using social media, news media, paper and online marketing, the website, word-of-mouth or any other marketing tool.

### Membership Criteria

- Members should have skills or knowledge in the creation, presentation, editing and/or implementation of key communication materials through a variety of platforms (e.g. press releases, marketing materials, social media postings and monitoring, etc.)
- Committee and sub-committee members may include additional members appointed by the Board on an Ad Hoc basis.
- Members are volunteers without compensation, unless otherwise specified

### Responsibilities

Communications committee responsibilities might include:

- Preparing and maintaining a communications plan (specific to New Building Project) for Board approval and presentation to the Municipality

- Providing updates via various means to the community and the Municipality regarding the Major (Corporate) Fundraising Campaign
- Overseeing or designating CEO to oversee all communication initiatives and activities
- Assisting CEO in creating, reviewing and/or ensuring communications (e.g. media releases, community bulletins or newsletters, posters, etc.) fall within current Communications Policy guidelines
- Supporting the efforts of the Library staff and other Library committees by developing and implementing effective protocols for dealing with e.g. media inquiries, approval of website content, messages to the membership, media and general public, etc.
- Advising the Board on communications opportunities
- Providing direction on the communications strategic planning process
- Identifying Library's communications needs and priorities through appropriate consultation

#### **Chair**

- The committee shall be chaired by a Library Board Member appointed by the Board or other designate as elected by the committee
- The Chair shall hold the position for a minimum of one full term

#### **Governance**

- The committee shall report to the Library Board through the Committee Chair and meeting minutes
- The committee will abide by all Policies, Procedures and Rules of Order applicable to the Library Board
- The Library Board has authority over all Sub-committees of the Library Board

#### **Communications and Reporting**

- The committee shall follow a set agenda established by the Chair and minutes shall be recorded by the Secretary
- Committee members will have an opportunity to add items to the agenda by contacting the chair or advising at the beginning of the meeting
- Information shall be shared with the Library Board by way of the Committee Chair through a written report or oral summary at a regularly scheduled Library
- Board Meeting. If required, e-mail may be used to communicate with Board/Committee members, particularly when the time of Board meetings is inconvenient

#### **Meetings**

- The frequency and duration of meetings shall be determined by the Committee members at its first meeting