

Membership Services Committee – Terms of Reference

Purpose

The Membership Services Committee is a non-standing committee responsible for promoting the profession, negotiating benefits and insurance coverage for the profession, and other membership affairs. This committee is also responsible for developing, assisting with, receiving and disseminating information to and for members and the general public regarding CAAA, its members, and the services it's members provide.

Membership

No fewer than three (3) persons approved by Council. Members can recruit others to join the committee. Members must be registered in good standing, but are not required to have a current practice permit. (i.e. in cases such as a person being on maternity leave, the member can still participate in this committee.)

Terms of Office

Two year term of office, renewable as required. But in any case, members shall not serve more than three consecutive terms.

Duties and Responsibilities

- Work with the Council, CAAA members, and the Registrar in the development and implantation of communication activities for the CAAA.
- Participate in the development of internal (member) and external (public) communication strategies
- Develop a communication plan identifying stakeholder groups and CAAA communications media for Council approval
- Assist with the development of a communications budget and raise funds as appropriate for promotions and membership services.
- Coordinate the development of the CAAA website (in the first year), including the development of criteria regarding establishing and maintaining functional website links to and from the CAAA website.
- Coordinate the development of other media, with priority given to the College newsletter, including the development of criteria around content of media.
- Monitor content and visual appeal, coordinate feedback, and make recommendations regarding the CAAA newsletter and website.
- Identify any member training or resources needed to provide the CAAA with a solid communications foundation.
- Carry out any other communication related duties specified by the Council.
- Appoint a committee representative to report to the membership three times a year and between meetings to the Chair of the membership.
- Record minutes for all committee meetings
- Annually prepare a draft of activities for the annual report and submit it to the Council for approval.
- Propose and put forward CEU submissions for Council approval

- Implement and execute workshops and events for members which offer speakers and CEU credits.
- Annually prepare a draft of activities for the annual report and submit it to the Council for approval.