

Members Communication Committee

Terms of Reference

Purpose

The purpose of the Member's Communication Committee (MCC) is to assess and provide neutral funnels of communication between the College, the membership and the public. The MCC will participate in the development of non-biased internal (membership) and external (public) communication strategies focused on improving means of communication between all key stakeholders.

Membership

- The MCC shall consist of not less than three (3) and not more than six (6) regulated members appointed by the Council.
- Council shall appoint one of the MCC members to be the chairperson of the committee.
- The Registrar/Executive Director, or Communication Coordinator, shall be non-voting, ex-officio members of MCC.
- 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).
- Members must be able to attend and participate in committee meetings, and perform tasks assigned by the MCC committee that are outlined under duties and responsibilities.

Terms of Office

The term of office on the MCC is three (3) years. The term of office may be extended for up to three (3) additional years.

A member of the MCC may be removed once a motion from the MCC has been brought forth to the Council, and the Council approves the action.

Duties and Responsibilities

The MCC will continually assess information gathered from surveys, communication with the College and feedback from members and the public to determine membership needs.

The MCC will share and utilize the information collected from these assessment tools to improve the present forms of internal and external communication between the members, the College and the public.

The MCC will have continuous, proactive contact with the CAA including the Council, the Registrar, the Communications Coordinator, the Director of Competency and Education and other employees of the CAA as directed.

The MCC will participate in online communication methods such as the CAA website, and specific forms of social media encompassing neutrality.

The MCC will have a significant role in the development of the new CAA website regarding the membership portal. Through various means of consultation, the MCC will determine topics and contribute materials that meet membership and public needs.

The MCC will gather information from membership such as CEU requests and other supporting role information and forward proposals to the Communications Coordinator for further evaluation and approval.

The MCC will assist with the development of the communications budget as related to the activities listed here.

The MCC will participate in community, government and educational institution events to promote the profession.

The MCC will play an active role in the development of and participation in marketing initiatives and materials regarding the promotion of our profession with the public. All marketing and advertising CAA guidelines will be considered in the delivery of this initiative.

The MCC will monitor all visual marketing content and provide feedback, making recommendations to the Communications Coordinator where needed.

The MCC will regularly communicate directly with the Communications Coordinator for the CAA with any concerns that may arise from the membership.

The MCC will communicate directly with the Director of Competency and Education with any concerns regarding current health related policies that affect the membership.

The MCC will report to the Council three times (or as required) a year. The presenting representative of the MCC will be the Chair of the MCC or as named by the MCC.

The MCC will conduct bi-monthly (or as required) meetings, record minutes of the meetings and share them with the Communications Coordinator.

The MCC will prepare an annual report of activities and submit them to the Council for approval and then share the report with the members.

The MCC will prepare a draft of proposed activities for the following term and submit them to the Communications Coordinator for approval.

The MCC will observe any and all areas of confidentiality that pertains to CAA policies and sensitive information.

Role of Committee Chair

The responsibilities of the Committee Chair are not limited to but will include:

- call committee meetings as needed and appropriate in accordance with the meeting policies and procedures;
- identify the needs of the committee and explore training opportunities; and
- report to Council on behalf of the committee as required.

Committee Meetings

- The Chair shall call committee meetings as needed.
- A draft agenda should be sent to committee members not less than seven (7) days before the date when the meeting is to be held.
- After the meeting, the Chair, in collaboration with Registrar/Executive Director, shall evaluate the effectiveness of the meeting and identify actions to be taken.
- The office shall keep a copy of approved meeting minutes as record of committee activities.

Quorum

- A quorum is a simple majority of members of the MCC.
- A decision of the MCC shall be by a majority vote. In case of a tie vote, the Chair shall cast a deciding vote.

Expenses and Remuneration

Members who are required to participate in meetings or perform required duties will be reimbursed and compensated according to the CAA approved policies.