The Canadian Association of Journalists
L'Association Canadienne des Journalistes

TERMS OF REFERENCE

Communications Committee

Policy intent
This policy defines the roles and objectives of the Communications Committee, in conjunction with the stipulations set forth in the *Committee Governance Policy*.

Policy responsibility
CAJ Board

Policy

1. **Role**
   - 1.1. The committee is a standing committee formed by the CAJ board to develop ideas and mechanisms that encourage a strong connection between the CAJ, its members and the public, and to ensure that all CAJ communications are representative of the CAJ's strategic and communications' plans.
   - 1.2. The committee will strive to promote content which provides members a sense of community, a stronger connection with fellow public journalists, and information needed to form a better understanding of the CAJ's role within the journalism industry.
2. **Authority**
   - 2.1. The communications committee is a standing committee with the authority to:
     - 2.1.1. request information from any source that the committee deems appropriate in the support of their roles and responsibilities; such requests shall be forwarded by the chair of the committee to the president and operations manager, who will determine the best course of action.
     - 2.1.2. request funds from the board to support the activities of the committee, by preparing a budget, and utilize any granted funds in the manner outlined in the request; and
     - 2.1.3. make recommendations to the board on anything which falls under the committee's purview.
3. **Responsibilities & Objectives**
   - 1.1. Oversee the implementation of the communications' aspects of the CAJ's strategic plan.
   - 3.1. Responsible for the development and maintenance of the overall communication plan and policy.
   - 3.2. Responsible for the creation and execution of newsletters, as set out in the communications plan.
   - 3.3. Identify communications needs and priorities through appropriate consultation with CAJ members and the board.

3.4. Assess and evaluate the delivery of communications against the identified needs and priorities on a monthly basis.
3.5. Review communication and service usage statistics, trends and demographics on a quarterly basis, as provided by CAJ staff.
3.6. Ensure that CAJ's media is seen through an inclusive and equitable framework and does not discriminate based on, but not limited to, race, ethnicity, culture, language, religion, faith, gender identity, gender expression, sexual orientation, disability, neurodiversity, class, size, age, marital status, family status, immigration status.
3.7. Be the action point for all communications' needs of other committees.
3.8. Committee members must reply to requests from the committee chair within two days.

4. Membership

4.1. The committee shall be comprised of the following:
4.1.1. the Community Manager as chair
4.1.2. a minimum of (one) board member, who is not the chair, and a maximum of three board members as voted on by the board;
4.1.3. a CAJ staff person, ex-officio, non-voting;
4.1.4. a CAJ intern for the fall and winter semesters;
4.1.5. an unlimited number of non-voting members at large, whose role on the committee is governed by the *Responsibilities of Members on Committees Policy.*
4.2. The chair shall liaise directly with the operations manager as appropriate for the needs of the committee.

5. Meetings

5.1. The committee shall meet no less than ten times per year by video conference, with a goal of meeting on a monthly basis.

6. Reporting

6.1. The committee chair shall provide a written report of the committee activities to the board for each board meeting.
6.2. Each report shall include:
6.2.1. information about all meetings held since the last report (including a list of attendees of the meetings, as well as topics discussed at the meetings);
6.2.2. a list of each work item the committee addressed, and the details of the committee's contribution; and
6.2.3. details of any motions made or recommendations being brought forward by the committee.

Related References, Policies, Procedures and Forms:
This Policy References:
Committee Governance Policy
Responsibilities of Members on Committees Policy
This Policy is Referenced by:
None
Forms and documents:

None

Policy History:

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