



Communication Committee Terms of Reference

I Purpose

To advise and assist Council in helping to carry out the Association's mission and most current strategic plan by developing and monitoring the Association's communication directed at stakeholders which includes Engineers Yukon members, constituent members, CCPE, government leaders, public opinion leaders, educators, students and the public.

II Committee Goals

- a) To enhance the image of the profession and Engineers Yukon as well as display their value to society through effective communications with the public.
- b) To inform the membership of committee and council activities and decisions.
- c) To identify and advise on the use of effective means of communication with stakeholders.
- d) Assist Engineers Yukon staff, council and committees with communications, as required.

III Committee Activities

- a) Develop the Engineers Yukon newsletter and website communication plans, procedures, and publication guidelines taking into account the Association's most current strategic plan, issues of concern and feedback from members.
- b) Provide for the effective use of financial and volunteer resources, and co-operative arrangements with other interested parties in the development and implementation of communication activities. Identify subcommittee(s) or task force(s) needed to undertake required tasks.
- c) Monitor the progress of implementation and the effectiveness of communication plans, policies, and procedures.



IV Structure and Operations

- a) Council appoints a member of Engineers Yukon as the Chair for a three-year period. The Committee shall supply Council with recommendations. Nothing precludes the same person from serving more than one three-year period as Chair if Council agrees.
- b) Council shall decide who will act as Liaison between the Committee and Council.
- c) The Committee members shall serve at the pleasure of Council.
- d) If Council has any guidance or direction for the Chair and the Committee including that of the committee's mandate, Council shall explain and discuss it with the Liaison, or in the absence of a Liaison the Committee Chair, who will take the information to the Committee for action.
- e) The Committee Chair and/or Liaison shall report to Council on a monthly basis. There is a standing item on the Council meeting agenda for updates from all Committees.
- f) The Chair of the Committee will provide a written report on the previous year's activities by January 31st, to be included in the AGM package for members.
- g) The Committee members should represent a broad spectrum of the Engineers Yukon constituency.
- h) The Chair of the Committee will represent the Committee to its counterpart at Engineers Canada, subject to approval by Council.
- i) No member of the Committee shall communicate on behalf of Engineers Yukon unless they receive prior approval from Council.
- j) All external communications must receive approval by Council before release.
- k) Non-members of Engineers Yukon may be included on the Committee at the discretion of the Chair.
- l) The Committee may create sub-committee(s) as required, subject to approval by Council.

Approved by Council: March 14, 2017