

## **COMMUNICATIONS COMMITTEE**

### **TERMS OF REFERENCE**

The Communications Committee is a committee of the Board of Directors of the Kerrisdale Community Centre Society appointed by and reporting to the Board. It operates at all times in accordance with the mission, goals, strategies and policies of the Society.

Each committee of the Board will submit an annual budget for its proposed activities through the Finance Committee to the Board. The Communications Committee will provide monthly progress reports to the Board through submission of its meeting minutes.

#### **SCOPE OF ACCOUNTABILITIES**

- 1) To build a high level of awareness of and interest in the Society by optimizing the use of communication channels to proactively disseminate timely and relevant information to its members and the general public,
- 2) To project a positive and professional image of the Society by promoting consistency of KCCS messaging and identity presentation in all its communications,
- 3) To develop communication strategies to support the Society's goals, and
- 4) To ensure that all active communication channels are regularly monitored for feedback, improvements and updates.

#### **SPECIFIC RESPONSIBILITIES**

The Communications Committee's primary responsibility is for the effective use of communication channels to achieve its accountabilities and the Society's overall objectives and best interests. Unless otherwise specified, responsibility for the content of different communication channels rests with Board Committees and the Executive as defined in their terms of reference. Development of KCCS news releases, handling of media inquiries, and crisis communication management are not the responsibility of this committee. These will continue to be the duty of the Executive.

The Communications Committee will be responsible for the following:

- 1) Establish, set guidelines for, and support the use of different channels to facilitate timely and coordinated exchange of information between and among Society members, Centre staff, the Board, and the greater community. These channels include, but are not limited to, the Society's website, Facebook, twitter and other social media accounts.
- 2) Review and revise as necessary the design, maintenance and administration of the Society's website, manage its development, and drive its effective use as a marketing communication platform.
- 3) Manage the content and appearance of the Society's bulletin boards, the video monitors in the Centre, and the outdoor reader board; and be responsible for the content of the e-newsletter sent to Society members at regular intervals. The Committee must also approve the posting and/or distribution of any material developed by sources outside the KCCS on KCCS communication channels.
- 4) Recommend to the Board strategies to further the Society's communication objectives.
- 5) Present to the Board guidelines for consistent messaging about the Society and its activities along with the use of various communication channels to generate publicity about KCCS activities.

- 6) Bring to the attention of the Board any communication-related issues the Committee may identify.
- 7) Provide graphical guidelines and templates on the usage of the Society's range of logos and other branding materials and monitor their compliance.
- 8) Ensure that Board members and Centre staff who have a communication function clearly understand the guidelines and operational procedures to achieve efficient and effective use of the Society's communication resources
- 9) Provide advice and clarification on communication matters to Board members and Centre staff who seek them.
- 10) Ensure that the committee's decisions support financially sustainable operations.

### **MEMBERSHIP**

The committee is chaired by a member of the Board and comprises at least three (3) additional Directors of the Society, and other members of the Society. All Committee members must be appointed by the Board. A Centre staff liaison person will work with the Committee.

### **MEETINGS**

Monthly on the (day TBD) of every month at the Community Centre unless otherwise determined by the Committee.