

# L'ARCHE AVALON INC.

## TERMS OF REFERENCE

**Committee Name: *Communications***

### **Committee Mandate and Tasks:**

- Maintain communication and branding tools including logo, email addresses, committee communication tools
- Maintain L'Arche Avalon web and social media presence
- Produce regular newsletters, liaising with the Board and other committees for content
- Provide training/coaching for other committees to use the digital tools and templates
- Maintain contact list for places to make public service announcements and make such announcements upon notice from the Board Secretary
- Develop a communications plan for the community
- Develop and maintain a list of communications tasks required of us by the Board and other committees, and communications tasks completed by the Board and other committees.
- Develop recommendations to the Board for internal communications tools
- Train and support L'Arche Avalon Board and committee members in the use of selected internal communications tools
- Remain aware and investigate other avenues for "sharing the news" of our L'Arche Community

The Communications Committee will assist the Board and committees with communication needs, developing tools such as templates and guidelines to make the work as easy as possible; support and train other community members to maintain their own communications needs.

Where there may be an overlap between the mandates of the Communications Committee and other committees, it is expected that all committees will collaborate and communicate appropriately with each other for the optimal benefit of the whole community.

## **Committee Chair**

Committee Chair will be selected from and appointed by the Board of Directors.

## **Committee Membership**

The Chair may, with the approval of the Board, recruit to the committee or any sub-committee additional persons who are interested in serving on the committee.

The Chair of the Board is an ex-officio member of all committees of the Board and may attend committee meetings in that capacity.

## **Member Term of Office**

Appointments to the Communications Committee will be for a one-year term and may be renewed annually by the Board.

## **Committee Meetings**

Most meetings will be task-specific and held by electronic participation.

All members of the committee will be notified sufficiently in advance of meetings of the committee. Prior input will also be sought electronically.

Decisions and recommendations of the committee will be by consensus of the members involved in a specific project. For example, committee members can investigate and recommend meeting software, while members of the newsletter sub-committee can investigate and enact recommendations for the newsletter.

Decisions on a deadline may sometimes require judgement calls. It is the responsibility of those available just prior to these deadlines to make the best decision possible at the time.

Committee members will practice honest and respectful communications at all times so that when struggles or conflict arise, they are ready to proceed with transparency, care and co-operation.

## **Quorum**

Decisions and recommendations of the committee may only be made when there is a numerical majority of the members of the committee participating in the meeting (either in person or by electronic participation).

## **Sub-Committees**

If the committee feels it is necessary, it may direct an ad hoc sub-committee of the committee members and possibly volunteers from outside the main committee to work on a particular aspect or project related to the committee's mandate. For example, helping Outreach and Education with brochure development or helping with the organization of the auction.

Recommendations generated by sub-committees will be reviewed by the Communications Committee before inclusion in the regular report to the Board.

The Communications Committee shall have the following **standing sub-committees**:

### **Newsletter Sub-Committee**

- Maintain contact with the Board and other committees to glean content
- Receive all photos, etc. and distribute to the Facebook, website, other social media committees appropriate
- Produce the regular newsletter at least three times a year
- Produce special issues of the newsletter, e-blasts, etc., as needed and requested by the Board and other committees with a minimum of three days notice
- Include in the newsletter the standard calendar of upcoming events, meeting announcements, and related items
- Share our stories, inform members and friends of L'Arche of upcoming events and recent happenings, celebrate our times together, reach out to members of the general public, build our community from within and without.

### **Facebook Sub-Committee**

- Maintain the Facebook page
- This page will contain information on the most current events, rapidly share photos, three times weekly share information produced by members of the larger L'Arche community

### **Social Media Sub-Committee**

- Investigate other avenues for "sharing the news" of our L'Arche community, e.g. Twitter, Instagram
- Develop recommendations to the Board for the purposes and uses of such accounts

### **Website Sub-Committee**

- Maintain current website
- Keep our information easily available to members, friends, other L'Arche sites, and the general public
- Maintain the most current versions of our official information such as by-laws and Board membership. What governance information does the Board want publicly available on our website? Now that we have Share Point, we don't need hidden sections of the website to store such things.

### **Internal Communications Sub-Committee**

- Develop recommendations to the Board for internal communications tools
- Train and support L'Arche Avalon Board and committee members in the use of selected internal communications tools
- Maintain a library and archive of helpful items such as other groups' policies and procedures, templates for terms of reference, etc.

### **Public Service Announcements Sub-Committee**

- Maintain contact list for places to make public service announcements
- Upon notice from the Board Secretary, make such announcements as necessary

### **Committee Reports**

The Committee Chair will report in writing to each Board meeting on the activity of the committee since the last Board meeting. If no committee activity has occurred since the last Board meeting, then this will be reported at the Board meeting.

Committee reports will be provided to Board members via email a minimum of 3 days in advance of a regularly scheduled Board meeting (e.g. Monday for a Thursday Board meeting). Reports should be clear and succinct.

All decisions and recommendations made by the committee will be reported to the Board for input, approval and adoption, or rejection.

The committee chair will provide to the Chair of the Board a written annual report of the committee for inclusion in the Annual Report of the community.

### **Finances**

Any requests for funding or financing related to activities of the committee will be forwarded by the chair to the Board for consideration.

### **Annual Evaluation**

The committee will hold the community mandate and its principles in mind when conducting its work.

The committee will review its terms of reference each year and evaluate how well its mandate has been met over the past year. A written report of that review and evaluation will be sent to the Board along with any recommendations for change.