

## **Communications and Promotions Committee**

### Working Groups

Publicity

Website

Tapestry

Ad hoc Working Groups

### **Purpose**

The Communications and Promotions Committee will work with the Community Relations Coordinator to develop ways and means to recruit students, to interpret CCS to its constituencies (church and other); and to enhance public awareness of CCS.

### **Duties and Responsibilities**

1. Work with Central Council in setting annual priorities for the work of this committee and CCS.
2. Develop and propose policy related to communication and promotion.
3. Cooperate with staff in oversight of the work of the Publicity, Website, Tapestry, and any Ad Hoc Working Groups.
4. Nurture stakeholder connections.
5. Educate and motivate Central Council and all Committee members to be ambassadors for the organization.
6. In consultation with the Council and Development Committee, name and articulate CCS's image to aid in its public relations.
  - a. Ensure communication materials reflect CCS's image.
  - b. Build a network of regional communication representatives.
7. Develop and implement a communication and promotion strategy through print resources, audio visual resources, advertising, website, email to
  - a. Communicate externally CCS's program offerings and information about CCS's operation;
  - b. Communicate internally with students, friends, volunteers to keep them informed and connected.
8. Communicate news about CCS and other alumni/ae with alumni/ae of CCS.
9. Ensure displays are available for church meetings and gatherings.
10. Establish partnerships with community organizations with common interests and values.
11. Develop strategies for recruitment of students.
12. Review the committee membership, its skills and experience, and those required to fulfill the mandate of the committee, and report to the Council Recruitment and Development Committee in preparation for the Annual Meeting and as needed.
13. Working with staff and Working Groups, prepare and submit an annual budget to the Finance Committee in October.
14. Ensure minutes taken of all meetings, while ensuring confidential material is filed appropriately.

## **Composition and Qualifications**

### **Membership**

4 members, at least one of whom shall be on the Tapestry Editorial Sub-Committee

1 student

Community Relations Coordinator

Conveners of the Publicity, Website and any Ad Hoc Working Groups will be

Corresponding Members attending meetings only as required.

The convener or his/her representative shall attend each Central Council meeting.

### **Skills among the membership**

- Experience and ability in areas of writing, advertising, layout, design, editing, photography, web and internet communication
- Broad knowledge of various CCS networks
- Familiarity of the history of CCS
- Have knowledge of or a willingness to learn about CCS
- Be willing to promote CCS in the wider community
- Be willing to share in the work of the committee between meetings

### **Responsibilities of Staff**

Identify communication and promotion initiatives, provide administrative support, and participate and give leadership in the work of the committee. Staff are full members of the Committees and Working Group entitled to vote unless otherwise indicated.

### **Commitment**

#### **Meetings**

- The committee will meet 5-6 times a year as a full committee and in working groups as often as determined by the task.
- The committee shall meet by telephone and email.

### **Terms of Appointment**

- Two years, renewable twice

### **Authority/Decision Making**

#### **Accountability**

- To Central Council with a written report and representation to each Council Meeting .
- Copies of minutes to be sent electronically to Council members.
- To The Corporation annual meeting with a written annual report.
- Submit a copy of minutes to Administrative Assistant for official records.

**Date approved:** January 21, 2010

**Policies in place:**

Media policy

**Working Groups related to Communications and Promotions Committee****Publicity Working Group****Purpose:**

To keep accurate and up-to-date information about CCS in the public sphere.

**Duties and Responsibilities:**

- In consultation with the Program Committee, ensure Program Calendar (print and electronic) is produced on a regular basis.
- Annual Report production including accumulating reports from Central Council, its Committees and Working Groups.
- Production of marketing materials in consultation with the Community Relations Coordinator.

**Composition and Qualifications****Membership**

3 members with power to add for specific projects.

Principal

Must have skills in layout and design.

Must be willing to work with Program Committee, Website manager, Program Staff and Principal in calendar production, and with the Principal and Administrative Assistant in production of the Annual Report.

**Responsibilities of Staff**

Much of the work of this Working Group will be at the initiative of staff and in response to assistance needed by staff.

**Commitment****Meetings**

- The committee will meet as often as determined by the task, primarily as a working group rather than being involved in decision making. A large amount of work is required.
- The committee shall meet by telephone and email. It may be helpful to have Winnipeg or other geographically based subgroups for specific tasks.

**Terms of Appointment**

- Two years, renewable twice

**Authority/Decision Making****Accountability**

- To the Principal for production of the calendar and Annual Report and Central Council through the Communications and Promotion Committee as needed.
- To the Corporation annual meeting with a written annual report.
- Submit a copy of minutes to Administrative Assistant for official records.

## **Website/Technologies Working Group**

### **Purpose:**

To maximize the impact of website and other technologies, serve as a resource and provide guidance on technological improvements and enhancements, support the needs of other committee's goals through technology.

### **Responsibilities:**

1. Be sure CCS website is up to date and useful.
2. Develop a technology plan that addresses technology resource gaps.
3. Research and manage the implementation of new technology.
4. Facilitate development of content and ensure accurate updating of the website on a regular basis.
5. Support technology needs for standing committees.
6. Solicit recommendations for enhancements to the website.
7. Respond to questions regarding the website.
8. Upload calendar/program requirements/fees to website; email alert that now available.
9. Make policy recommendations to the Council through the Communications and Promotions Committee.
10. Make recommendations on technology budget and resource requirements to the Communications and Promotions Committee for annual budget submission in October.

### **Committee Composition:**

2 members with technology experience

Website manager

Program Administration staff person

The committee shall name its own convener who may be a staff person.

### **Authority & Accountability:**

- To Central Council through the Communications and Promotions Committee
- To The Corporation annual meeting with a written annual report
- Submit a copy of minutes to Office administrator for official records.

### **Responsibilities of Staff**

Much of the work of this Working Group will be at the initiative of staff and in response to assistance needed by staff.

## **Commitment**

### **Meetings**

- A minimum of 3 meetings a year, up to 2 hours each. Additional time required to complete responsibilities and priorities.
- The committee shall meet by telephone and email

### **Terms of Appointment**

- Two years, renewable twice

## **Tapestry Editorial Working Group**

### **Purpose**

To take collective responsibility for content, production and quality of *Tapestry*.

### **Responsibilities for *Tapestry***

1. Develop long range plan.
2. Oversee the design and layout.
3. Solicit articles, photographs and graphics.
4. Ensure the diversity of CCS community is reflected in articles and authors.
5. Edit and proofread copy
6. Ensure layout and printing contracts are in place.
7. Ensure the distribution (including electronic.)
8. Evaluate design, layout, content and distribution.

### **Membership**

- Editor appointed by Community Relations Coordinator
- 2 members
- Staff: Community Relations Coordinator

### **Relationship with Staff**

The Community Relations Coordinator will be a full member of this sub-committee, taking the lead in its work and working closely with the editor.

### **Accountability**

Shall work with the staff person on production of *Tapestry*, and relate to the Communication and Promotion Committee for matters of policy or that need decisions of Council. The Working Group is a working group, not a decision making group. They may choose to delegate the production of any edition of *Tapestry* to an ad hoc editorial group.

### **Meetings**

- The committee will meet at the call of the Editor and will undertake work between meetings as needed.

- The committee shall meet by telephone and email.

**Terms of Appointment**

- Two years, renewable twice

**Ad hoc Working Groups**

Ad hoc working groups will be established from time to time by the Community Relations Coordinator to plan special events to raise the profile of CCS in churches and communities. This may include the Annual Service of Celebration.

Ad hoc working groups will also be established from time to time by the Community Relations Coordinator to assist in distribution of promotional material for CCS, including the mailing of *Tapestry* and the annual appeal letter; to give assistance with filing or other office tasks; to engage in phone contacts with supporters, etc.

These groups are accountable to the Community Relations Coordinator for their work but may direct budget requests or other matters through the Communications and Promotions Committee.

**Media Policy**

Before staff or volunteers respond to the media on a controversial or problematic issue where the views of CCS are being expressed, they should consult with the Executive of Central Council.