

Communications and Promotions Committee

Working Groups

Common Threads

Ad hoc Working Groups

Purpose

The Communications and Promotions Committee will work with CCS staff to develop plans and strategies for recruiting students, promoting CCS to its constituencies (donors, students, volunteers, churches); and raising public recognition and awareness of CCS.

Duties and Responsibilities

1. Work with staff to develop an annual plan for integrated, consistent communication and promotion:
 - a. Externally - with churches, institutions, and the general public in order to raise CCS's profile as a centre of learning and attract potential students;
 - b. Internally – with donors, students, friends and volunteers, in order to keep them informed and connected.
2. Work with staff to develop strategies for recruiting students and participants for CCS's Leadership Development Module, Diploma program, and other programs.
3. Develop and propose policy related to communication and promotion.
4. Offer feedback and suggestions to staff regarding branding, key messaging, promotional materials, conference and synod exhibits, media events, etc.
5. Serve as “antennae” on perceptions of CCS, what people are asking, how key messages will be received.
6. Ensure diverse perspectives (geographic, cultural, denominational, generational, etc.) are considered in promotional messages and materials.
7. Work with staff to recruit people regionally to staff exhibits for church meetings and gatherings.
8. Do research on target audiences to focus and improve marketing strategies.
9. Gather information on what competing organizations are doing to help staff stay on top of trends and developments.
10. Launch special projects that staff are unable to pursue but that benefit CCS.
11. Prepare and submit an annual budget to the Finance Committee in October.

12. Review the committee membership and report to the Volunteer Recruitment Working Group prior to the Annual General Meeting as needed.

13. Ensure minutes are taken of all meetings, and file confidential material appropriately.

Composition and Qualifications

Membership

4 members, including at least one from the Common Threads Working Group

1 student

1 staff member from the Communications Cluster (Development Coordinator, Information and Program Administrator, Principal)

Conveners of the Website and any ad hoc Working Groups will receive minutes and attend meetings as required.

The convener or designate shall attend each Central Council meeting.

Desired abilities, skills, connections

- Background in writing, advertising, layout, design, editing, photography
- Familiarity with social media and other new technologies (Facebook, Twitter, video conferencing, on line education)
- Connections with communication professionals (e.g. graphic designers, web managers, journalists, media consultants)
- Knowledge of CCS networks
- Familiarity with history of CCS or willingness to learn about CCS
- Willingness to promote CCS in the wider community
- Willingness to do committee work between meetings.

Responsibilities of Staff

Identify and initiate communication and promotion initiatives.

Give leadership in the planning process and the implementation of strategies.

Provide administrative support to committee.

Staff are full members of the Committee and its Working Groups unless otherwise indicated.

Commitment

Meetings

The committee will meet 5-6 times a year as a full committee and in working groups as required. Meetings may be held by telephone and e-mail. .

Terms of Appointment

Two years, renewable twice

Authority/Decision Making

Recommendations and decisions of the Committee are reached by consensus to the extent possible.

The Committee is accountable to Central Council through a written report and representation at each Council Meeting.

Minutes are to be sent electronically to CCS staff and Committee members and submitted to the Admin Assistant for official records

The Committee reports to Annual Meeting with a written report.

Date approved: March 29, 2014

Policies in place:

Media policy

Ad hoc Working Groups

Ad hoc working groups may be set up from time to time to plan special projects or carry out specific tasks.

Common Threads Working Group

Purpose

To provide support to the Editor (staff) through shared responsibility for content and evaluation of Common Threads

Responsibilities

1. Assist in the provision of content
2. Form a network of information providers that would:
 - a. encourage the community to communicate with CCS and broaden the scope of content
 - b. gather information, stories and interviews about people related to CCS—graduates, friends, students
 - c. provide theological reflection on current events
3. Make direct contact with folk who could write articles, endeavouring to ensure the diversity of the CCS community and provide a balance of Anglican and United Church perspectives among articles and authors
4. Evaluate design, layout, content, and distribution in collaboration with Editor

Membership

Common Threads Editor

3 members

Relationship with Staff

The Working Group supports the work of the Common Threads Editor and also the Development Officer inasmuch as Common Threads relates to the work of the Development portfolio.

Accountability

Shall support the work of the Common Threads Editor and shall relate to the Communications and Promotions Committee on matters of policy or issues that would require decision making at Central Council.

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

Date approved: October 2013