



## **POLICY 8.04**

### **TERMS OF REFERENCE**

#### *Member Engagement and Communications Committee*

#### **POLICY INTENT**

This policy defines the roles and objectives of the Member Engagement and Communications Committee.

#### **POLICY RESPONSIBILITY**

Council

#### **POLICY**

##### **Role**

- 8.04.01 The committee is a standing committee formed by council to develop ideas and mechanisms that encourage a strong connection between AUSU and its members, and to ensure that all AUSU communications are representative of our strategic plan.
- 8.04.02 The committee will strive to promote content which provides members a sense of community, a stronger connection with their fellow students, and a better understanding of AUSU in order to help foster a well-rounded university experience.

##### **Authority**

- 8.04.03 The member engagement and communications committee is a standing committee with the authority to:
- a) request information from any source that the committee deems appropriate in the support of their roles and responsibilities; such requests shall be forwarded by the chair of the committee to the executive director, who will determine the best way to obtain the required information;
  - b) request funds from council to support their activities, and utilize any granted funds in the manner outlined in the request; and
  - c) make recommendations to council on anything which falls under the committee's role.

##### **Responsibilities & Objectives**

- 8.04.04 The committee is responsible to develop and maintain an overall communication plan.
- 8.04.05 The committee shall identify communications needs and priorities through appropriate consultation with AUSU members and council.

- 8.04.06 The committee shall assess and evaluate the delivery of communications against the identified needs and priorities on a quarterly basis
- 8.04.07 To review communication and service usage statistics, trends and demographics on a monthly basis, as provided by the AUSU staff;
- 8.04.08 To ensure that AUSU's media is inclusive and does not discriminate based on race, religion, gender, sexual orientation, or culture, and help ensure AUSU conforms to copyright legislation;
- 8.04.09 To assist the AUSU staff with proofreading and consistency check for all AUSU communications on request;
- 8.04.10 regularly review AUSU's publications and social media to ensure the committee is well informed about our communication with members;
- 8.04.11 To present the finance committee and council with budgetary recommendations, as necessary, to continue those activities it feels most benefit the members.
- 8.04.12 The committee shall develop and maintain databases in relevant areas, including newsletter topics, surveys, and social media posts.

### **Membership**

- 8.04.13 The committee shall be comprised of the following:
- a) the VP external and student affairs;
  - b) the executive director, ex-officio non-voting;
  - c) the communications and member services coordinator, as a voting member;
  - d) up to four councillors as appointed by council;
  - e) up to two members at large as per Policy 2.07; and
  - f) a minimum of 5 and a maximum of 7 voting members.
- 8.04.14 The VP external and student affairs shall serve as chair.
- 8.04.15 Membership must consist of a majority of councillors as voting members as per policy 2.11.
- 8.04.16 The chair shall liaise directly with the communications and member services coordinator as appropriate.

### **Meetings**

- 8.04.17 The committee shall meet no less than 4 times per year by teleconference.

### **Reporting**

- 8.04.18 The chair of the committee shall provide a written report of the committee's activities at the end of each month, or within 3 days of a request by the executive committee.
- 8.04.19 Each report shall include the following:
- a) information about all meetings held since the last report (including a list of attendees of the meetings, as well as topics discussed at the meetings);
  - b) a list of each work item the committee addressed, and details of the committee's contribution;

- c) updates on current projects; and
- d) upcoming items the committee will be addressing.

## **RELATED REFERENCES, POLICIES, PROCEDURES AND FORMS**

### **This Policy References:**

AUSU Policy 2.07 Council Governance: Member Representatives on AUSU Committees  
AUSU Policy 2.11 Council Governance: Committee Governance

### **This Policy is Referenced by:**

None

### **Forms:**

None

## **POLICY HISTORY**

Original Approval Date: March 20, 2009  
Last Reviewed Date: June 16th, 2018 (formal)  
Review by Date: June 2020