



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 (MEC).

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 services and 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 and Objectives

- 8.04.04 To oversee the development and implementation of an overall member communication plan.
- 8.04.05 To identify communications needs and priorities through appropriate consultation with AUSU members and Council.
- 8.04.06 To 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 seen through an inclusive and equitable framework and does not discriminate based on, but not limited to, race, ethnicity, culture, language, religion, faith, gender identity, gender expression, sexual orientation, disability, neurodiversity, class, size, age, marital status, family status, and immigration status. It shall also help ensure that AUSU conforms to copyright legislation.
- 8.04.09 To assist AUSU staff with proofreading and checking for consistency for AUSU communications upon request.
- 8.04.10 To 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, and to continue those activities which it feels most benefit members.

Membership

- 8.04.12 The committee shall be comprised of the following:
 - a. the Vice President Community and Wellness, who shall serve as chair;
 - b. the Executive Director, ex-officio non-voting;
 - c. the Communications and Member Services Coordinator, ex-officio non-voting;
 - d. up to four (4) Councillors as appointed by council;
 - e. up to two (2) Members-at-Large as per Policy 2.07 Member Representatives on AUSU Committees; and
 - f. a total membership of a minimum of four (4) and a maximum of six (6) voting members.
- 8.04.13 Membership must consist of a majority of Councillors as voting members as per Policy 2.11 Committee Governance.
- 8.04.14 The chair shall liaise directly with the Communications and Member Services Coordinator as appropriate.

Meetings

- 8.04.15 The Committee shall meet no less than four (4) times per year by teleconference.

Reporting

- 8.04.16 The chair of the Committee shall provide a written report of the Committee's activities at the end of each month, or within three (3) days of a request by the Executive Committee.
- 8.04.17 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

Policy 2.07 Member Representatives on AUSU Committees

Policy 2.11 Committee Governance

This Policy is Referenced by

None

POLICY RESPONSIBILITY

Council

POLICY HISTORY

Original Approval Date: March 20, 2009

Last Review Date: June 16, 2022

Review by Date: June 2024