

CFMS COMMUNICATIONS COMMITTEE

TERMS OF REFERENCE



APPROVED BY THE CFMS BOARD OF DIRECTORS ON SEPTEMBER 8, 2019

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Purpose:

1. The Communications Committee, hereafter referred to as the “Committee”, is a committee of the Canadian Federation of Medical Students (CFMS), a federally incorporated organization under the Canada Not-for-profit Corporations Act.
2. The purpose of the Committee is to:
 - 2.1. Support the CFMS Board of Directors with respect to external and internal communications processes
 - 2.2. Develop and review policies of the organization that pertain to communications
 - 2.3. Implement the Communications portfolio strategic priorities.
3. The Committee, through the Chair, reports to the CFMS Board of Directors.

Composition:

4. The Committee will be chaired by the CFMS Vice President of Communications, hereafter referred to as the “Chair”.
 - 4.1. The Committee will be vice-chaired by the CFMS Communications Attaché, hereafter referred to as the “Vice-Chair”
 - 4.1.1. In the absence of the Chair, the Vice-Chair will take on the Chair’s duties.
5. The Committee membership will also comprise of five (5) skills-based teams, each consisting of one or more non-Board CFMS members appointed by the Chair via the Nominations and Selections process. The teams are listed as follows: (a) Communiqué Team; (b) IT Team; (c) Social Media Team; (d) Media Engagement Team; (e) Portfolio Representative Team
 - 5.1. Whenever possible, the majority of the Committee membership should have experience in matters relating to communications.
 - 5.2. The CFMS Bilingualism Task Force is considered a task force of the Communications Committee
 - 5.3. As per Clause 39 of the CFMS By-laws, the CFMS President shall be an ex-officio member of the Committee.
 - 5.4. Members of the Portfolio Representative Team are appointed to the Committee from within their CFMS portfolios.
6. Quorum shall consist of a simple majority (50% + 1) of the voting Committee membership, provided that one of the members in attendance is the Chair or Vice-Chair.
 - 6.1. Provided that quorum is met, decisions of the Committee shall be decided by a simple majority (50% + 1) vote of those in attendance. In the event of a tie, the Chair shall vote as tie-breaker.

Responsibilities:

7. The Chair is specifically tasked with the following responsibilities:
 - 7.1. The Chair shall arrange and call each Committee meeting.
 - 7.1.1. The Chair shall distribute an agenda to each Committee member before each meeting.
 - 7.1.2. The Chair shall manage all Committee documentation including, but not limited to, agendas, minutes, and shared document folders.
 - 7.1.3. Chair shall distribute these Terms of Reference to each committee member before the first teleconference following the CFMS Annual General Meeting.
 - 7.2. Review these Terms of Reference for the Committee and recommend changes to the CFMS Governance Committee and CFMS Board of Directors on an annual basis.
8. The Committee is generally tasked with the following responsibilities
 - 8.1. Executing the CFMS Communications strategy.
 - 8.2. Promoting CFMS Communication with external stakeholders
 - 8.2.1. Ensure CFMS externally-facing communications are timely and appropriately cultivated, including, but not limited to CFMS official social media accounts, website and communiqué.
 - 8.3. Promoting CFMS member engagement
 - 8.3.1. Ensure the CFMS communiqué is published every 2 weeks with content from and submitted by CFMS portfolios.
 - 8.3.2. Collaborate with the IT officers and CFMS administrative support, to ensure the CFMS website content is up to date.
 - 8.3.3. Collaborate with CFMS portfolios to ensure there are regular social media posts
 - 8.4. Engaging with external media
 - 8.4.1. Help foster media opportunities for the CFMS Board on current CFMS projects and topics of interest.
 - 8.4.2. Act as a source of support for members undertaking media interviews, including the creation and maintenance of media training resources
 - 8.5. Ensure that, as much as is possible and in collaboration with the CFMS Bilingualism taskforce, CFMS content is bilingual.
9. Each team within the Committee is tasked with the following responsibilities
 - 9.1. Communiqué Team: This team will comprise one or more communiqué editors
 - 9.1.1. Shall receive and synthesize content from CFMS Board Directors and National Officers for publication in the CFMS communiqué every two weeks.
 - 9.2. IT Team: This team will comprise the CFMS National Information Technology Officers (NITOs) as well as one or more non-CFMS members, preferably with expertise in information technology.
 - 9.2.1. Shall support the NITOs in their work especially in terms of updating the CFMS website
 - 9.3. Social Media Team: This team will comprise one or more social media content curators

- 9.3.1. Shall create, edit, and schedule CFMS social media content as well as work with the VP Communications to manage CFMS social media platforms.
- 9.4. Media Engagement Team: This team will comprise one or more graphics/design creators
 - 9.4.1. Shall create graphics and promotional materials on behalf of the CFMS to be distributed through a variety of media with the purpose of communicating to the CFMS membership and external stakeholders.
- 9.5. Portfolio Representative Team: This team will comprise one representative from each CFMS portfolio, namely Communications, Education, Finance, Global Health, Government Affairs, and Student Affairs.
 - 9.5.1. Shall serve as liaisons between their respective CFMS portfolios and the Committee in so as to ensure website content is up-to-date, portfolio activities are promoted on social media and that these activities are included in the communiqué as appropriate.

Deliverables:

- 10. The Committee, through the Vice President Communications, shall report to the CFMS Board of Directors at their regularly-scheduled meetings (Fall, Winter, and Summer).
- 11. The Committee, through the Vice President Communications, shall report to the CFMS General Assembly at their regularly-scheduled general meetings (Spring and Annual).

Scope of Activities:

- 12. The Committee is empowered to engage external advisors as it considers reasonably necessary to perform its duties.
- 13. The Committee shall not have the power or responsibility to execute actions of management of the Board of Directors unless such powers are explicitly delegated, as per the CFMS Delegation of Authority Policy.

Meetings:

- 14. At minimum, the Committee shall meet via teleconference four times a year, with one meeting occurring in each fiscal quarter.
 - 14.1. The specific timing of these meetings is at the discretion of the Chair or Vice-Chair.
 - 14.2. Additional meetings may be scheduled at the discretion of the Chair or Vice-Chair.
 - 14.3. Committee members shall review any relevant meeting materials circulated prior to a meeting such that each member is able to participate in the discussion.
- 15. Only members of the Committee may attend Committee teleconferences or meetings.
 - 15.1. Individuals who are not members of the Committee may only attend Committee teleconferences or meetings at the discretion of the Chair.

Minutes:

- 16. The minutes of any Committee meeting shall be circulated prior to the subsequent meeting such that the Committee may approve or rectify the minutes at the aforementioned subsequent meeting.

- 16.1. The minutes of any Committee meeting shall be made available to the CFMS Board of Directors upon request, regardless of approval status of the minutes.
- 16.2. The approved minutes of any Committee meeting shall be made available to any CFMS member upon request.
- 16.3. Attendance shall be taken at each meeting to ensure participation and for minute-taking purposes.

Communications:

17. Between meetings, Committee members may discuss Committee activities through appropriate channels, including, but not limited to, e-mail. Committee members should endeavor to keep the Chair updated on any new developments.

Relationship to Other Groups:

18. The Committee is cross-appointed within the CFMS Communications portfolio.
19. The Committee shall report to the CFMS Vice-President of Communications
20. The Committee, at the discretion and direction of the Chair, may form subcommittees to facilitate ongoing Committee work. Committee members may be cross-appointed to such subcommittees at the Chair's discretion.

Related Policies and By-laws:

21. The Committee shall abide by the Terms of Reference outlined in this document, along with the CFMS By-laws.

Liability:

22. Each member of the Committee shall act with sound judgement and take into consideration all information provided to the Committee, while using the same diligence and prudence as a reasonably prudent person.

Term:

23. In the absence of a motion indicating otherwise, the Committee shall be assumed to be annually renewed by the CFMS Board of Directors.
24. Each individual member shall serve a term of approximately one year, concluding with the selection of the members of the subsequent Committee as outlined in Clause 5 of these Terms of Reference.

Terms of Reference are subject to annual review by the CFMS Governance Committee prior to submission to the CFMS Board of Directors for adoption and publication.