

# **FSNA Ottawa Valley Branch**

## **COMMUNICATIONS COMMITTEE**

### **Terms of Reference**

#### **Composition**

The members of the Committee include the editor of the Branch Report/newsletter, the Branch webmaster, and a representative of the Branch Membership and Services Committee. The President of the FSNA Ottawa Valley Branch is an ex-officio member with voting rights. The Committee will also be comprised of at least two Branch Board members (the Chairperson of this Committee and at least one other member of the Board) and at least two other volunteers who are not members of the Board but who must be members of the Branch. The Committee will have a balanced approach as between Branch Board members and other volunteers who are Branch members.

#### **Mandate**

The Branch Communications Committee is charged with:

- (1) Assessing and ensuring the appropriateness, effectiveness, and quality of the media and the messages that the Branch issues;
- (2) Developing, interpreting, and delivering messages regarding FSNA policies and programs; and
- (3) Developing new strategies and methods for communicating with Branch target audiences.

The Communications Committee also acts in support of complementary policies and initiatives of the FSNA National Office to:

- (a) Raise the profile and make visible in the community the FSNA, its services and its activities;
- (b) Ensure communication, to all members of the Branch, of information critical to their benefits, health care, and retirement lifestyle;
- (c) Promote the FSNA Ottawa Valley Branch and support the recruitment of members to FSNA; and
- (d) Optimize all communications functions by strategic use of information technology.