



STANDING COMMITTEE ON COMMUNICATIONS TERMS OF REFERENCE

Mandate

The Standing Committee on Communications is a standing committee of CAPAL /ACBAP. The Committee coordinates both internal and external communications related to the activities of the Association. The Committee also shares information of interest to professional academic librarians in Canada. The Committee strives to provide communications in both official languages, French and English.

Objectives

- Communicate all relevant information related to CAPAL/ACBAP activities, as well as information considered relevant to the professional practice of Canadian Academic Librarians, in a timely and effective manner. The committee uses a variety of communication channels to share information. These channels include email lists, social media, mailed letters, and the CAPAL/ACBAP Newsletter.
- Streamline communication from all CAPAL/ACBAP Committees by facilitating the sharing of information, both internally and externally.
- Plan, design, edit, and publish the CAPAL/ACBAP Newsletter.
- Act as a voice for CAPAL/ACBAP through all communication channels.

Members and Composition

Membership in the committee includes up to ten CAPAL/ACBAP members, one of whom shall serve as Chair. The Chair is a non-voting member of the Board of Directors by virtue of the position.

The Chair is recruited by the Nominating Committee and appointed by the Board of Directors for a two-year term. Committee members are recruited by the Chair with support from the Nominating

Committee. Members can serve two consecutive terms. The Chair or individual members can be removed by a resolution of the Board of Directors.

Responsibilities of Members

Chair

- Serves as *ex-officio* on the Board of Directors.
- Leads all committee meetings.
- Oversees and supports the work of the committee.
- Delegates tasks to committee members.
- Serves on the translation sub-committee, identifying, prioritizing, and arranging for the translation of core CAPAL/ACBAP documentation.
- Serves on the conference coordinating committee as communications representative

Social Media Lead

- Manages CAPAL's/ACBAP's Social Media Accounts (Twitter, Facebook, LinkedIn).
- Pushes CAPAL/ACBAP communications via social media and the CAPAL/ACBAP blog.
- Coordinates the social media calendar, through which CAPAL/ACBAP Committees are assigned specific months to compose 3 social media posts and 1 blog post.
- Works with other committee members to identify additional content to be posted on social media.

Newsletter Lead

- Coordinates the planning and publication of the CAPAL/ACBAP Newsletter, [CAPAL Connections/Connexions de l'ACBAP](#).
 - Works with other committee members to generate ideas for features and themes of the newsletter.
 - Solicits newsletter submissions from CAPAL/ACBAP committees.
 - Compiles submitted content and copy-edits the newsletter, with the help of other committee members.
 - Selects visuals for feature articles.
 - Communicates with the Chair of Finance regarding word count of the newsletter and approving the budget for translation into French.
 - Sends the newsletter for translation into French.
 - Proofreads all pages of the newsletter before publication.

General Members

- Assist leads with the planning, submission, and evaluation of communications.
- Share responsibility for taking meeting minutes.

- Identify content to be submitted for the newsletter and through social media.
- Edit and proof-read content for the newsletter and through social media

Meetings and Quorum

The Committee shall meet once monthly and during the annual CAPAL/ACBAP conference. Additional meetings may be called by the Chair or any two committee members. A majority of those present and voting shall constitute quorum. Informal meeting minutes will be kept and be made available to CAPAL/ACBAP members upon request. The Chair will report on the Committee's activities to the CAPAL/ACBAP Board, at the annual general meeting as requested by the Board, and at other times as appropriate.

Approved by the CAPAL/ACBAP Board: 2017-04-21