



## Association of Professional Geoscientists of Ontario Communications and Public Awareness Committee Terms of Reference

### Mandate

The Communications and Public Awareness Committee is responsible for developing and managing a plan for communications and public awareness. The Committee is also responsible for overseeing the association's newsletter, *Field Notes*.

### Functions and Responsibilities

- Develop a communications plan to guide the APGO in its communications and define the target audience(s)
- Develop a public awareness program to promote professional geoscience to the public
- Obtain Council approval for the communications and awareness plan and any major changes thereto
- Liaise with the APGO office staff for implementation of the developed plan
- Develop methods by which to gauge the success of any implemented communications strategies

### Outcomes and Deliverables

- A communications plan, with specified target audiences, goals, and implementation dates, for ratification by Council and delivery to Executive Director and Registrar
- Update and revise communications plan as required for delivery to Executive Director and Registrar for implementation
- A budget submitted annually as part of the APGO annual budget process
- Minutes of the meetings to be delivered to the Committee members and Executive Director and Registrar no later than 30 days following the meeting date
- Provision of an Annual Report to Council by February 28 following the December 31 year end

### Operational Considerations

- A recommended minimum of four (4) meetings annually. Additional meetings to be held as required

### Status and Authority

- This Committee reports to Council through its Chair

- Recommendations and decisions for the communications and public awareness plan will be by consensus of the Committee with advice from the Executive Director and Registrar and the Communications Coordinator
- The Committee's term is open ended

### **Composition/Organization**

- The composition of the Communications and Public Awareness Committee will include a minimum of one Council member, a minimum of two non-Councillor APGO members, the Communications Coordinator and the Executive Director and Registrar
- The Chair of the Committee will be chosen by members of the Committee
- New members of the Committee can be added at any time
- The Committee members' terms are open ended

### **Review**

- The Terms of Reference of the Communications and Public Awareness Committee will be reviewed at least once every three years