

COMMUNICATIONS

General Purpose

The Communications Committee is commissioned by and responsible to the Board of Directors to assume the primary responsibility for developing marketing strategies to achieve the goals and mission of the organization. The Board of Directors, in consultation with the Communications Committee Chair and Executive Director, will determine the policies and programs for the Communications Committee.

Appointments and Composition

1. Appointments of the Chair and members of the Communications Committee shall be made annually by the Chairman of the Board with the advice and consent of the Board in accordance with the By-laws.
2. Other members may be appointed and need not be members of the Board of Directors, subject to the conditions stated in the by-laws. These members are appointed annually by the Chairman of the Board who may consult the Chair of the Committee.

Responsibilities

1. Develop marketing strategies and a communications plan that are in-line with the values of the foundation.
2. Maintain the social network sites and internet presence of the foundation ensuring the message of the foundation is carried out successfully and has the ability to reach a broad spectrum of the community at varying levels.
3. Maintain an archive of all media pieces, brochures, white papers and other documents, created and used by the foundation for communication and marketing purposes.
4. Supervise the functions of the sub-committees.
5. Develop a plan for involving Board members in the communication and marketing strategies the organization.
6. Develop strategies to ensure a cohesive and unifying marketing message is delivered to the general public to enable them to understand the mission and goals of the foundation. This may include brochures, news releases, announcements and other information.
7. Annually submit objectives as part of the planning and budgeting process.
8. Annually evaluate its work as a committee and the objectives it has committed itself to and report on it to the Board of Directors.
9. Report to the Board of Directors at regular meetings of the Board in a manner determined by the Board.