

Communications Committee

Frame of Reference



1. General Directive

The responsibility of the Communications Committee is to facilitate communication between Local Association and its members, amongst the membership itself, and with the community at large.

2. Membership

The Communications Committee shall consist of twelve members, including

- 2.1 the Committee Chair elected by the general membership,
- 2.2 the President of the Local Association,
- 2.3 the Past Chair of the committee,
 - 2.3.1 should the Past Chair be unable or unwilling to serve, an additional member at large shall be elected by the Council of School Representatives.
- 2.4 five members at large elected by the Council of School Representatives to comprise the Media Team,
 - 2.4.1 one member to serve as the Professional Development Committee Liaison
 - 2.4.2 one member to serve as the Political Action Committee Liaison
 - 2.4.3 one member to serve as the Teacher Welfare Committee Liaison
 - 2.4.4 one member to serve as the Learner Diversity & Equity Committee Liaison
 - 2.4.5 one member to serve as the Substitute Teachers' Group Liaison
- 2.5 three members at large elected by the Council of School Representatives to comprise the Data Team,
- 2.6 an Executive Staff Officer of the Local Association (non-voting).

3. Elections

- 3.1 The Communications Committee Chair shall be elected for a two-year term and may serve two consecutive two-year terms.
- 3.2 The three members at large comprising the Data Team shall be elected in odd numbered years, ~~and~~
- 3.3 The five members at large comprising the Media Team shall be elected in even numbered years
- 3.4 Should the Past Chair be unable or unwilling to serve, the member at large shall be elected in odd numbered years.

- 3.5 A Vice-Chair shall be elected annually by and from within the committee at the last meeting of the school year. The term of office for the Vice-chair shall be from July 1 – June 30.

4. Tenure

- 4.1 The term of office for members shall commence July 01.
- 4.2 The Past Chair shall serve until such time as they are no longer the immediate Past Chair of the committee.
- 4.3 Members at large elected by the CSR shall serve a two-year term.
- 4.4 Should a vacancy occur more than three months prior to the expiration of the term of office, a by-election shall be held at the discretion of the Executive Committee. The successful candidate shall complete the remainder of the unfilled term.

5. Duties and Responsibilities

- 5.1 At the initial meeting of the new school year the committee shall review the Frame of Reference.
- 5.2 The Communications Committee Chair shall:
- 5.2.1 serve on the Executive Committee as a voting member.
 - 5.2.2 act as the Local Communications Officer on behalf of the Local Association, which is a service position responsible for keeping members well informed of Local events and provincial news, subject to direction and approval by the President of the Local.
 - 5.2.3 provide advice and information to the Local's web manager ensuring current and relevant information on Local 38's website.
 - 5.2.4 maintain and update regularly social media sites consistent with Local policy.
 - 5.2.5 attend Summer Conference as the Local Communications Officer representative of Local 38.
 - 5.2.6 perform other duties relating to the Local's needs in communication.
 - 5.2.7 have the authority to revoke the social media posting ability of a Media Team member on a temporary or permanent basis.
- 5.3 The Communications Committee Vice-Chair shall assume the responsibilities of the Chair in the event that the Chair is unable to do so, until such time as the Chair is prepared to resume their responsibilities, or, in the event of a resignation, a new Chair is elected.
- 5.4 The Communications Committee responsibilities include:
- 5.4.1 informing the membership of available ATA publications.

- 5.4.2 assisting the President, Executive and Council of School Representatives in developing and implementing public relations programs.
- 5.4.3 promoting the Local's projects and activities to Calgary teachers and the public.
- 5.4.4 supporting the communications needs of all standing committees of the Local.
- 5.4.5 facilitating communication from the membership to the Local, and intra-member communication.
- 5.4.6 maintaining relevant website information and redeveloping the content and architecture of the website as the Local Association's needs change.
- 5.4.7 maintaining and monitoring interactive functions on the website.
- 5.4.8 monitoring and posting relevant education links.
- 5.4.9 maintaining brand image and managing the Local's visual identity standards.
- 5.5 Each member of the Media Team shall be further responsible for:
 - 5.5.1 attending all meetings of the standing committee for which they are a liaison.
 - 5.5.2 advocating to the Communications Committee for the communications needs of the standing committee for which they are a liaison.
 - 5.5.3 maintaining and updating regularly social media sites, consistent with Local policy, on behalf of the standing committee for which they are a liaison.
 - 5.5.4 reporting on Communications Committee information and activities at meetings of the standing committee for which they are a liaison.
 - 5.5.5 providing leadership within the Communications Committee on one of the following media tools:
 - 5.5.4.1 Facebook
 - 5.5.4.2 Twitter
 - 5.5.4.3 YouTube
 - 5.5.4.4 Instagram
 - 5.5.4.5 the Local 38 website
- 5.6 Leadership assignments for the media tools referenced in 5.5.4 shall take place at the initial meeting of the new school year.
- 5.7 Members of the Data Team shall be further responsible for:
 - 5.7.1 developing tools and opportunities for the regular assessment of the needs of the membership.

- 5.7.2 developing and utilizing reporting tools to communicate the needs of the membership at Communications Committee meetings.
- 5.7.3 considering opportunities for and providing leadership in data visualization and graphical representation of data in Local communications.
- 5.7.4 facilitating opportunities for communication amongst the membership, and communication from the membership to the Local.
- 5.8 The President of the Local Association shall be responsible for coordinating and providing leadership for the Media Team.
- 5.9 The Past Chair (or member-at-large serving in accordance with 2.3.1) shall be responsible for coordinating and providing leadership for the Data Team.

6. Meetings

- 6.1 Regular meetings of the committee shall be held once a month.
- 6.2 Additional meetings shall be called at the request of the Chair.
- 6.3 Should a member miss three meetings within one school year without reasonable cause, a motion to declare the position open for election shall be placed on the agenda of the meeting following the third absence.

7. Quorum

Quorum shall be six members.

Ratified by CSR 1986 November 12.
Ratified with Amendments by CSR 1987 April 22.
Ratified with Amendments by CSR 1987 November 18.
Ratified with Amendments by CSR 1989 April 12.
Ratified with Amendments by CSR 1991 January 16.
Ratified with Amendments by CSR 1992 May 13.
Ratified with Amendments by CSR 1994 May 11.
Ratified with Amendments by CSR 1995 October 11.
Ratified with Amendments by CSR 1996 December 04.
Ratified with Amendments by CSR 2002 December 04.
Ratified with Amendments by CSR 2005 June 01.
Ratified with Amendments by CSR 2007 October 03.
Ratified with Amendments by CSR 2009 June 03.
Ratified with Amendments by CSR 2015 May 6.
Ratified with Amendments by CSR 2016 March 2.
Ratified with Amendments by CSR 2017 March 1.
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