

Communications Committee Terms of Reference

Committee Name: Communications Committee

Type: Ad hoc Committee

Chair: Carolyn Slipp

Board Liaison: Carolyn Slipp

Responsible To: Board

Purpose: To oversee the day to day communications of WHMCA events and activities on multiple platforms (Newsletter, Facebook, Twitter, Instagram, sandwich boards and bold sign) to generate involvement, interaction and awareness within the community.

Authority: Active agent

Timeframes, Reporting and Deadlines: Meetings as required. Ad hoc reporting to Board.

Composition: 3 members

- Carolyn Slipp
- Samantha Nicastro
- **Web Administrator (Contract position)**
 - Cyril Wong
- **Newsletter Editor**
 - TBD

Staff Support: Room setup and bookings for Meetings and open houses.

Other Resources: Significant Communications Committee support to advertise consultations, activities and open houses. As well there are existing forms to be used for creating communications requests that need to be re-examined to evaluate current value to the team.

Operating Budget: \$1000 for bold sign rentals, sandwich board coroplasts and other equipment as needed.

Communication with Board Through: Committee chair & liaison. Ad hoc board reports.

Specific Areas of Responsibility:

- Monitor and post information about events to social media.
- Update the website with current events and changes to specific pages.
- Update bold sign and sandwich boards.
- The web administrator and newsletter editor report to the Chair.
- Rent additional signs as needed.
- Direct communication traffic to correct people for follow up.

Approval/Review Date:

- Updated Mar 14, 2025