

COMMUNICATIONS & WEBSITE COMMITTEE TERMS OF REFERENCE

(Adopted by the CFID Board of Directors, September 14, 2017)

PURPOSE:

1. Provide advice to the President and Board of Directors regarding overall communications strategies of CFID;
2. Promote recognition and awareness of CFID and its mission to the general public
3. Manage the CFID website including being responsible for development of strategies to ensure its usefulness as a tool in accordance to CFID mission, goals and strategic plan;
4. Develop and implement an effective protocol for tracking media-worthy content for members of partner organizations and the general public through the CFID website
5. Recommend special communications initiatives (including research and education programs and social media communications) for approval by the Board of Directors

MEMBERSHIP:

1. The Chair is appointed by the CFID Board of Directors and ratified at the CFID Annual General Meeting.
2. Consists of three Board members including the Chair, and a website programmer employed by CFID
3. Committee members are solicited by the Chair and ratified at the CFID Annual General Meeting.
4. The website programmer is selected by the Chair of the Communications & Website Committee with input from other Board members on the Committee

RESPONSIBILITIES:

1. **The Chair**
 - a. Manages the CFID website with primary responsibility for its content;
 - b. Provides overall supervision to the CFID website programmer with respect to developing and maintaining content;
 - c. Chairs all Committee meetings, maintains a record of all recommendations and decisions, and provides a report to the Board of Directors at its regular teleconference meetings
 - d. The Chair is responsible for developing an annual budget and submitting this to the Board for approval. Any additional expenditures recommended by the Committee to support the website and communications should also be approved by the Board.
 - e. The Chair may appoint a recording secretary as appropriate.
2. **COMMITTEE MEMBERS**
 - a. Attend regular committee meetings (at least quarterly, and additional as needed)
 - b. Assist the Chair in reaching final decisions and recommendations by the Committee regarding the CFID website and all other communication strategies (including an annual budget).
 - c. Take over responsibilities of the Chair in his/her absence

3. WEBSITE PROGRAMMER

- a. Maintains the CFID website on the internet
- b. Advises on current web platform and design
- c. Provide technical expertise on overall design, site analytics, and quality assurance of the CFID website

TERMS OF OFFICE:

1. The Chair is appointed for a three year term for a maximum of two consecutive terms
2. Each member is appointed for a three-year term, beginning at the next AGM, renewable for a second three-year term.
3. If the Chair steps down from the position prior to the expiry of his/her term, he/she may appoint an interim Chair until the next AGM, at which time the Board will appoint a new Chair.

GOVERNANCE:

1. Recommendations and decisions of the Communications & Website Committee, to the extent decisions may be rendered, shall be made by consensus.
2. The Communications & Website Committee shall report to the Board of Directors.