



Communications & Education Committee Terms of Reference

Committee Purpose:

To develop a strong, positive communication and education process with the general public and stakeholders, for the achievement of Battle River Watershed Alliance (BRWA) immediate and long-term goals.

Goals:

Assist the BRWA Board and other BRWA committees in:

- Informing the public and stakeholders about the purpose, activities and achievements of BRWA (*marketing*)
- Advertising and assisting in the promotions of BRWA activities (*promotion*)
- Obtaining public input in identifying water quality and quantity related issues and concerns (*information gathering*)
- Informing the public about water quality and quantity issues and the results of water quality monitoring and state of the watershed reporting (*information dissemination*)
- Increase overall public awareness and involvement in water quality and quantity issues within BRWA boundaries (*education and public involvement*)

Membership:

Membership on the BRWA Communications & Education Committee will comprise:

- Communications and education staff of organizations from BRWA membership (3 positions)
- BRWA Staff/Liaison (2 positions)
- Board Liaison (1 position)
- Board Chair (1 position)

Meetings:

A minimum of four meetings per year with additional meetings as agreed upon by the committee.

Committee Structure:

- Chair (1 position)
- Board Liaison (1 position)
- Committee Liaison (2 positions)
- General membership (3 positions)

Committee Terms of Service:

- The term of service of all committee positions will be two years, staggered to ensure that Chair and Board Liaison alternate.

General Responsibilities Of All Members:

All members of the committee are expected to follow the general responsibilities:

- Regularly attend Communications & Education Committee meetings and related events
- Be informed on the BRWA mission, vision, goals, and programs
- Keep up-to-date on BRWA developments
- Stay informed of committee matters, prepare for meetings, review/comment on minutes/reports
- Commit to participate actively in committee work
- Volunteer for, & willingly accept, assignments & complete them thoroughly & on time
- Actively participate in the committee's annual evaluation and planning process

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- Get to know committee, build collegial relationship that contributes to consensus
- Ensure volunteers and leaders are thanked in a timely and appropriate manner
- Inform others about the organization
- Follow conflict-of-interest and confidentiality policies

Committee Chair (1 position):

In carrying out its mandate, the BRWA must be well positioned to engage all partners within the Battle River Watershed and other partners across the Province. The Communications & Education Committee Chair is tasked with providing leadership, direction, and guidance on the communications needs of the BRWA.

1. Objectives: The objectives of the Communications & Education Committee Chair are:
 - A. To facilitate development of long-range communications & education planning initiatives.
 - B. To facilitate the work of the committee in fulfilling goals and objectives identified within BRWA communications and education plan.
 - C. To facilitate the committee's ability to meet BRWA communications and education needs.
 - D. To motivate, direct and delegate activities related to communications and education support to the committee and other technical committees within the BRWA.
 - E. To enable early identification of problems/concerns and support effective discussion/action to resolve issues raised.
2. Committee Chair Assignment:
 - A. The Board of Directors will appoint the initial Communications & Education Committee Chair assignment based on review of candidates identified for membership on the committee. The existing committee members will nominate successive Chairs.
3. Committee Chair Responsibilities:
 - A. Facilitate the Communications & Education Committee's ability to position the BRWA to accomplish its mission:
 - Facilitate development of a long-range vision of what BRWA communications and education strategies and priorities should be over the next two to five years.
 - Assist in the development of communications and education priorities.
 - Assist in design of plans/strategies for communications and education campaigns.
 - Identify emergent communications and education issues needing attention.
 - B. Provide motivation, direction, and coordination to the Communications & Education Committee:
 - Direct and assist the committee to set goals and carry out objectives.
 - Coordinate the main functions and campaigns of the committee.
 - C. Facilitate the regular operation of the Communications & Education Committee
 - Organize the committee to function independently.
 - Ensure Directors, Board Liaison and Committees Liaison understand the boundaries between the committee and management responsibilities.
 - Provide advice and counsel to the Board Chair and other senior members of management in the areas covered by the Committee's mandate.
 - Preside as chair of each meeting.
 - Identify, recruit and challenge committee members.

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- Determine, in consultation with Committee, the time/place of committee meetings.
- Coordinate with Board and Committees Liaisons to ensure matters to be considered by the Committee are presented and given opportunity for discussion.
- Challenge/encourage members to use talents and skills to their maximum potential.
- Communicate with all members of the Committee to co-ordinate their input, ensure their accountability and provide for the effectiveness of the Committee.

Board Liaison: (1 position)

The BRWA, in carrying out its policy and program responsibilities effectively, must maintain strong and active interaction and communication with all groups functioning within the Alliance. The Board Liaison is assigned to facilitate this commitment between the Board of Directors and the Communications Committee.

1. Objectives: The objectives of the Board Liaison is:
 - A. Maintain open line of communication between the Board of Directors and the Communications & Education Committee.
 - B. To facilitate the work of the Committee when there is a need to report or to seek approval of recommendations from the Board of Directors.
 - C. To enable early identification of problems or concerns identified by the Board and support effective discussion/action to resolve issues raised.
 - D. To enable early identification of developments or opportunities where Board involvement/action would advance success.
2. Liaison Assignment:
 - A. The Chair of the Board of Directors will make the liaison assignments based on an expression of interest from Board members with respect to their liaison preferences.
3. Liaison Responsibilities:
 - A. Provide a channel for Committee communication with the Board
 - Advise/assist the Committee's communication and education efforts with the Board.
 - Advise Committee about when it is appropriate to present an agenda item, usually interim and final reports or specific recommendations, for Board consideration.
 - Review all proposed agenda items for Board Meetings and obtain appropriate background information prior to the Board meeting.
 - When necessary, prepare agenda items for Board in consultation with the Board Chair and Committee Chair. Review previous Board actions or policies applicable to the agenda item. Advise Board on options or actions it might take to handle the report or the recommendations. Assist Board to handle the agenda item expeditiously, and try to answer, in advance, questions raised by the Board when it considers the committee's agenda item.
 - Present communications/education agenda items to Board; lead discussion.
 - Report back to the Committee promptly, regarding the discussion and any action taken by the Board. Share Board minutes with the Committee Chair.
 - Be alert to potential problems, (e.g., committee inactivity in execution of its goals or specific assignments from the Board, expenditures). Notify the Board Chair and/or General Manager as needed.

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Committee Liaison: (2 positions)

The BRWA, in carrying out its policy and program responsibilities effectively, must maintain strong and active interaction and communication with all groups functioning within the Alliance. The Committee Liaison is assigned to facilitate this commitment between the Communications & Education Committee and all other technical committees operating under the BRWA.

1. Objectives: The objectives of the Committee Liaison are:
 - A. To improve communication between Communications & Education Committee and other technical committees functioning under BRWA.
 - B. The BRWA General Manager and BRWA Communications & Education Coordinator will function as Committee Liaison.
 - C. To facilitate the work of the Communications & Education Committee to support the communications and education needs of other technical committees.
 - D. To enable early identification of problems or concerns identified by other technical committees and support effective discussion/action to resolve issues raised.
 - E. To enable early identification of developments or opportunities where involvement/action from other technical committees would advance success.

3. Liaison Responsibilities:
 - A. Provide a channel for Committee communication with the Board
 - Obtain, from the Committee Chair, a list of proposed activities contemplated for the coming year.
 - Be sensitive to potential duplication of effort between committees and attempt to eliminate or minimize duplication by suggesting communication and/or coordination among relevant groups within the BRWA.
 - Advise and assist the Committee's ability to support the communication requirements of other technical committees functioning within the BRWA.
 - Advise committees about when it is appropriate to present an agenda item, usually specific recommendations, to other technical committees for consideration.
 - Advise Communications & Education Committee Chair on agenda items being brought forward from technical committees; usually specific requests for support.
 - Review proposed agenda items from external technical committees and obtain background information prior to Communications & Education Committee meetings.
 - When necessary, prepare/present agenda items for external technical committees in consultation with Committee Chair. Review previous applicable Committee actions or policies. Advise on options or possible actions to handle the recommendations.
 - Report back to the Communications & Education Committee promptly regarding the discussion and any action taken by the external technical committee.
 - Be alert to potential problems (e.g., committee inactivity in execution of its goals or specific assignments from external technical committees, expenditures, etc). Notify Chairs as needed.

 - B. Participate in committee activities in an advisory capacity:
 - Actively reach out to help the committee to be productive.
 - Monitor the Committee's adherence to its charge and provide guidance as needed.
 - Attend all Communications & Education Committee meetings.
 - Maintain accurate copies of important correspondence, budget proposals, and reports generated by the committee.



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- Encourage the Committee Chair to keep proper records and to forward appropriate documents to the succeeding chair.

General Members: (3 positions)

The BRWA, in carrying out its policy and program responsibilities effectively, must maintain strong and active interaction and communication with its members. The General Members are assigned to facilitate this commitment.

1. Objectives: The objectives of the Committee's General Members are:
 - A. To support the Committee's ability to complete long-range communications and education planning initiatives.
 - B. To support the work of the Committee in accomplishing its goals and objectives identified within the BRWA communications plan.
 - C. To support the Committee's ability to respond to emerging communications and education concerns.
2. Committee Chair Assignment:
 - A. The Communications & Education Committee Chair will recruit general members, with support from Board members where communications and education divisions exist within their affiliates. Recruitment efforts will also be made with non-affiliated organizations with the Battle River watershed.
3. General Member Responsibilities:
 - A. Support the Communications & Education Committee's capacity to deliver an effective and efficient communications and education program:
 - Attend all committee meetings
 - Provide strategic advice and recommendations
 - Willing accept tasks and apply individual talents and skills to their maximum potential
 - Keep current on emerging BRWA member initiatives, projects and issues