



Terms of Reference for Communications Committee

The Communications committee is responsible for coordinating communications on behalf of the organization and in conjunction with the Chairperson and Executive.

Responsibilities:

- Creates benchmarking survey
- Develops CaSPR corporate identity materials, and communications vehicles and tools, including:
 - Review of all external documents to ensure consistent branding
 - Develops presentation templates
 - Creation of forms and guides (i.e. sponsorship guide, award and executive nomination forms, etc.)
 - Coordinates and develops the CaSPR newsletter, *The CaSPR Connection*
- In conjunction with the Conference Co-Chairs and Sponsorship Chair, promotes CaSPR's Annual Conference to membership and external audiences.
 - Distributed post-conference survey
 - Ensures the conference is highlighted on social media, especially Twitter
 - Supports the Education Committee
 - Develops presentation templates and ensures consistent formatting of presentations
 - Distributes post-education session surveys
- Reviews, recommends, and implements programs that market CaSPR to healthcare executives, medical residency programs, and other healthcare professionals and educators.
- Contributes to the CaSPR website content with webmaster
 - Ensures consistent branding
 - Provides general advice and guidance
- Supports the Sponsorship Chair
- Oversees social media (LinkedIn, Facebook, and Twitter)
- Develops general surveys and communication via Survey Monkey and Mail Chimp
- Press releases
- Maintains and updates related communication policies and ensures compliance with relevant legislation
 - Communications policy
 - Social media policy
 - Relevant legislation (i.e. anti-spam legislation)

Reporting Relationship:

The committee reports through the Committee Chair to the Board. The committee submits monthly reports to the Board via minutes of meetings.

Initially approved by the CASPR Exec: n/a

Last modified/updated: October 7, 2020

Last approved by the CASPR Exec: January 21, 2021



Membership:

- The total members shall not exceed 10, including the Committee Chair
- Appointments are determined by the Chair and the Board;
- CaSPR Chair is an adhoc member of the committee;
- Any committee member may resign upon written notification to the Committee chair

Voting Rights:

Each committee member is entitled to one vote on all matters coming before the Committee.

Meeting Schedule:

Monthly at the call of the Committee Chair

Format: Via Zoom

Initially approved by the CASPR Exec: n/a

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