

SES Communications Committee Terms of Reference

SASKATOON ENGINEERING SOCIETY STRATEGIC PLANNING PROJECT ACTION PLAN-2015 to 2020

July 8, 2015

Strategies	Accountable	Responsible	Urgency* (H,M,L)	Completion Date	Specific Actions and Tactics (To be further developed by those identified as Accountable and Responsible)
Communication and Promotion					
1. Develop a communications plan that focuses on communicating with members and future members to ensure awareness of SES as well as awareness of activities and services.	Chair, Communications Committee	Communications Committee	H	May 31/16	<ul style="list-style-type: none"> • Establish permanent Communications Committee to provide future direction, move items forward, and measure success. Work closely with Public Relations Committee. • Communications plan should include key messages, methods of communication, audiences, who is accountable and responsible, and timelines. • Hire expertise to assist with development of communications plan and with developing the communications. • Hold brainstorming session with Executive to develop communications plan. • Consider communications preferences identified in survey (i.e. APEGS emails, SES emails and the SES Website). Review email formats to ensure easy to read as per input from June Open House. • Work with APEGS to find ways to enhance information flow (e.g. APEGS' database). • Reach out to future engineers (focus on U of S students and local International Engineering Graduates). • Target larger demographic groups.
2. Develop a promotions plan to increase extent to which public understands and recognizes value of the engineering profession.	Chair, Public Image Committee	Public Image Committee	M	June 30/17	<ul style="list-style-type: none"> • Establish permanent Public Relations Committee to provide future direction, move items forward, and measure success. Work closely with Communications Committee. • Promotions plan should include key messages, methods of communication, audiences, who is

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					<p>accountable and responsible, and timelines.</p> <ul style="list-style-type: none"> • Hire expertise to assist with development of promotions plan and with developing the promotions. • Hold brainstorming session with Executive to develop promotions plan. • Consult with APEGS. • Promote achievements by newspapers, The Edge, radio, social media, etc. • Meet with community associations and connect within the community.
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A. Purpose and Objectives

A description of the overall purpose of the committee, task force or development team.
 The purpose of the SES Communications Committee is to create a plan that focuses on communicating with members and future members to ensure awareness of SES as well as awareness of activities and services. The activities of the SES Communications Committee are critical to the organization to ensure SES volunteers have the resources they need to ensure that the SES is successful.

B. Deliverables

The items, results, or outcomes to be produced or achieved by the Committee include:
 Deliverables of the SES are:

I: The SES Communications Committee plan for the year

Establish permanent Communications Committee to provide future direction, move items forward, and measure success. Work closely with Public Relations Committee.

Communications plan should include key messages, methods of communication, audiences, who is accountable and responsible, and timelines.

Hire expertise to assist with development of communications plan and with developing the communications.

Hold brainstorming session with Executive to develop communications plan.

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Consider communications preferences identified in survey (i.e. APEGS emails, SES emails and the SES Website). Review email formats to ensure easy to read as per input from June Open House.

Work with APEGS to find ways to enhance information flow (e.g. APEGS' database).

Reach out to future engineers (focus on U of S students and local International Engineering Graduates).

Target larger demographic groups.

II: The SES Public Image/Public Relations Committee plan for the year

Establish permanent Public Relations Committee to provide future direction, move items forward, and measure success. Work closely with Communications Committee.

Promotions plan should include key messages, methods of communication, audiences, who is accountable and responsible, and timelines.

Hire expertise to assist with development of promotions plan and with developing the promotions.

Hold brainstorming session with Executive to develop promotions plan.

Consult with APEGS.

Promote achievements by newspapers, The Edge, radio, social media, etc.

Meet with community associations and connect within the community.

C. Membership

Describes the structure of the Committee membership.

Membership of the Communications Committee shall include a minimum of one executive member, and other volunteers of the SES who have chosen to serve the Communications Committee.

D. Duties, Authority, Responsibilities

Describes the duties, responsibilities and authorities of the Committee.

Identifies the control measures that will keep the committee or task force on track.

Describes the plan of action for the project to meet objectives.

The Communications Committee is responsible to the SES Executive for the following Work Breakdown Structures. All duties, authority and responsibilities are outlined in the Work Breakdown Structure's document.

- Communications Committee Planning
- Communications Training for the Executive

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- Communications Training for SES Members

E. Administrative Support

Identifies who will provide administrative support to the Committee.

All documents created by the Communications committee will be given to the Governance committee for filing into the SES database.

F. Meetings

Describes the frequency of meetings and who has the responsibility to call meetings.

Lists mandatory agenda items.

The Communications committee shall meet monthly or as required by the duties of the committee.

G. Records

Identifies what records will be generated and who will maintain them.

The Communications committee shall record notes at each meeting which states decisions, rationale, and actions. The chair of the Communications Committee will be responsible for ensuring the notes are created and distributed.

The Communications committee shall write event plans and reports for each event facilitated. The event planner will be responsible for completing the project plan and report and distribution of the documents to the SES executive.

H. Strategic Plan Goals

Describes the project goal in terms of cost, schedule and quality, as a minimum. Any overall objectives should also be stated here.

All activities of the SES must work towards meeting the objectives of the SES's strategic plan. Below is a description of how the Communications Committee will meet the objectives of the strategic plan:

- Vision:
the Communications training offered by the Communications Committee will contribute to the overall awareness of SES within the members and the public
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- Mission:
the Communications Committee will assist in professional development by providing Communications training for volunteers and SES members
- Strategic Goals:
the Communications Committee will use their volunteer package to effectively expand the SES's volunteer base and create well prepared volunteers. Having an orientation package will enable volunteers to quickly become productive within the

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SES. More volunteers in the SES will increase member awareness, member participation and member satisfaction.

- **Strategies:**

-Print media (newspapers, periodicals, The Edge), Television, Radio, New Media (Facebook, Twitter, email) shall be used to publicize all SES functions and events as appropriate to the public and to the members of SES

-Identify the differences between Public Relations and publicity

Print Media

1. Star Phoenix-Weekend-Bridges

<http://thestarphoenix.com/life/bridges/bridges-events-13>

2. Saskatoon Express

<http://www.saskatoonexpress.com>

Events & Community Interest: editorial@saskatoonexpress.com

Cam Hutchinson

<http://www.saskatoonexpress.com/readmoreCAMsecond.html>

3. The Professional Edge (APEGGS)-Chris Wimmer, P. Eng., FEC Staff Advisor