

Terms of Reference



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Communications Committee

Approved by the board of directors on September 18, 2003.

Goals

1. Increase and maintain stakeholder, awareness, understanding, support for, engagement, and commitment to the CASA process and vision.
2. Increase individual Albertans' awareness, understanding, support for, engagement, and commitment to the CASA process and vision.
3. Move toward influencing individual Albertans' decisions and behaviours related to air quality, in support of the CASA vision.

Objectives

1. To develop a clearly defined communications framework, priorities, and plans that sustains stakeholder involvement in order to:
 - Foster ongoing support and commitment to CASA's vision and process
 - Foster effective communications among project teams
 - Communicate project teamwork and results to stakeholders and individual Albertans.
2. To ensure ongoing evaluation of progress in relation to the communications framework, priorities and plans, and report regularly to the CASA board of directors.
3. To bring together stakeholder organizations involved in education and outreach related to air quality management in order to leverage, focus and amplify efforts to influence individual Albertans' behaviours.

Role and Structure of the Committee:

The communications committee will formulate communications policy and direction for recommendation to the CASA board of directors. The communications committee will form subcommittees as needed.

Meeting Frequency:

The communications committee will meet prior to each board meeting.

Membership:

The CASA communications committee is to be comprised of board members, and/or alternates of the board of directors, and/or designated representatives chosen by stakeholder organizations, and the executive director.

At least one member from each of the three sectors (government, industry, non-government organizations) will be in attendance at committee and sub-committee meetings in order to make consensus-decisions.