

DFA COMMUNICATIONS CO-ORDINATION COMMITTEE TERMS OF REFERENCE

I. Background

The Communications Co-ordination Committee was established as the result of a communications strategy developed in 2008 and the hiring of a part-time Communications Officer in 2011. On October 18, 2012, the Executive Committee approved the creation of the Communications Co-ordination Committee as a subcommittee of the Executive.

II. Purpose

The purpose of the Communications Co-ordination Committee is to develop and implement communications plans, strategies and activities, ensure consistent messaging, evaluate the effectiveness of DFA communications and provide direction and guidance to the Communications Officer.

Activities include:

- developing communications strategies and plans;
- recommending communications policies to the DFA Executive;
- developing key communications messages;
- working with the Executive Committee and the Communications Officer to ensure consistency in tone and messaging;
- identifying, developing and planning communications opportunities, activities and events (e.g. publications, Public Speaker series and other outreach events, communications to members, blog topics, website features, social media activities, media relations activities, etc.);
- providing support for member engagement strategies and activities;
- liaising with the Council of Representatives;
- liaising with student organizations;
- developing member surveys/feeding into bargaining surveys;
- recommending research that should be undertaken to support DFA communications; and
- providing direction and guidance to the Communications Officer on an ongoing basis.

III. Reporting

The Communications Co-ordination Committee Chair reports to the Executive Committee once a term or as needed. The Committee prepares and submits a report annually to the *DFA Dialogue* for review by the membership at the DFA Annual General Meeting.

IV. Composition

The Chair of the Committee must be a member of the current DFA Executive Committee and will be appointed by the Executive each year after the spring AGM. If more than one Executive member is interested in chairing the Committee, each interested member will submit a statement of interest for consideration and the Executive will select the Chair. The Chair may serve consecutive terms if approved by the Executive.

The committee consists of 5 - 8 members, not including ex-officio positions. Committee members can be recruited from the DFA Membership on a one-to-one basis or through a call for expressions of interest to the Membership. Proposed members are reviewed and approved by the Executive for a one-year term.

Membership composition includes:

- Committee Chair
- At least one faculty member from the Faculty of Agriculture
- At least one faculty member from Faculty of Arts and Social Sciences
- At least one faculty member from the Faculty of Science
- At least one faculty member from any of the other Faculties
- DFA President (*ex officio*)
- DFA Communications Officer (*ex officio*), serving as the staff resource

V. Governance

Decisions of the Committee will be made by consensus. If consensus cannot be reached, decisions will be put to a vote. All members on the Committee have voting rights, except the ex-officio staff member.

Voting requirement is 50% +1 of the committee members present at the meeting. The Chair casts the deciding vote in the event of a split decision.

VI. Meetings

Meetings are scheduled with the assistance of the DFA Administrative Assistant. For a meeting to convene, at least 50% of the voting members on the committee must be present.

The Committee typically meets every two months from September to May, more often if required. Meetings are held virtually and last approximately one hour. If the Committee members determine an in-person meeting is required, it will be scheduled and will be held at the DFA office.

VII. Terms of Reference – Review and Revision

Each year, the Committee will review the Terms of Reference and submit recommendations for modification to the Executive. The Executive has final authority.

The current Terms of Reference for this Committee will be made available on the DFA website.

VIII. Additional Notes

In a bargaining year, this Committee provides support to the DFA Negotiating Team in preparation for bargaining until the Job Action Committee (JAC) and JAC Communications Subcommittee have been formed. At that point, communications regarding bargaining becomes the responsibility of the JAC Communications Subcommittee until a new contract has been ratified.

The DFA Communications Officer will store plans and related documents/information. All information and documents related to this Committee will be available for review on request by any member of the Committee.

In keeping with Article 10.1 of the DFA By-laws, the Committee membership will be listed on the DFA website.

Original Terms of Reference approved by Executive Committee October 18, 2012

Changes approved by Executive Committee July 15, 2014

Changes approved by Executive Committee August 26, 2026