



Section of Policy Manual: Governance	Policy No. GOV-15
Subject: Terms of Reference – Communications and Planning Committee	Policy Approval Date: June 14, 2018
Year of next review: June 2023	Last Review/Revision Date:

1. POLICY

Terms of Reference must be established to define the duties and responsibilities of the Communications and Planning Committee.

2. PURPOSE

The purpose of this policy is to provide a framework for the Communications and Planning Committee’s activities. The Committee is responsible to the Board for developing and implementing communication strategies as well as planning next steps as this relates to the library facility and the recommendations identified by the Facility/Site Study consultants.

3. ACCOUNTABILITY

The Communications and Planning Committee is a committee of the Board and reports monthly to the Board.

4. COMPOSITION AND TERM OF OFFICE

- A. The Communications and Planning Committee will consist of two (2) Board members, the Chair of the Board, and the Chair of the Gravenhurst Archives (ex-officio). The CEO/Chief Librarian will be an advisor to the Committee and will also act as Secretary.
- B. Communication experience is preferable for at least one (1) member of the Committee.
- C. Extensive knowledge of the Gravenhurst community is preferable for at least one (1) member of the Committee.
- D. Committee members will be appointed for a minimum period of two (2) years.



5. MEETINGS

- A. The Committee will meet at least once every month and as required.

6. DUTIES AND RESPONSIBILITIES

- A. Establish a series of steps to reach the Committee's goal that can easily be communicated to Council.
- B. Develop a list of clear, powerful impact statements supported by data.
- C. Develop a series of stories that can be told through multiple channels to show the impact of the Gravenhurst Public Library on Gravenhurst citizens.
- D. Build a list of key partners within the Gravenhurst community.
- E. Provide a process for the development of relationships with key partners in the community.
- F. Establish relationships with key partners in the community who will advocate on behalf of the Gravenhurst Public Library.
- G. Frame a schedule and talking points for each partner.
- H. Build a community engagement plan of events to increase support for and understanding of the Committee's goals.
- I. Educate the Board, Library Staff and Volunteers to use statements and stories with community members to build support for the initiative.

7. REVIEW OF TERMS

- A. The Terms of Reference will be reviewed annually to ensure best practices are being incorporated.