



PUBLIC AFFAIRS AND COMMUNICATIONS COMMITTEE

Date of Revision: May 2020

PURPOSE

The purpose of the Public Affairs and Communications Committee is to support and provide a sounding board for the Public Affairs and Communications team in the Secretariat. With the goal to enhance the quality of the CCAC's communications, outreach, and visibility initiatives, and to position the CCAC as the national organization responsible for ensuring the highest standards of animal ethics and care in Canadian science, the committee will focus its efforts on:

- recommending initiatives that will increase awareness of the CCAC, its mission, and its ongoing impact;
- providing advice on communications matters;
- providing advice on the effectiveness of communications materials and channels on the CCAC's target audiences (i.e. certified institutions, member organizations, researchers, the media, research funders, the general public, and all other individuals involved with animal ethics and care in science); and
- gathering information on various stakeholders to help the Secretariat and the CCAC Board of Directors stay abreast of important trends or developments.

MANDATE

- Support the Secretariat's Public Affairs and Communications team by commenting on, and contributing to, the creation of the CCAC's communications plan, recommending communication channels to improve reach and visibility, and bringing diverse perspectives in reviewing communications messages and materials.
- Provide feedback on general communications and public relations strategies to help build and reinforce the brand, and recommend tools and methodologies that could be used to implement particular brand strategies and gauge public opinion.
- Provide feedback, as needed, on specific crisis management plans, prepared key messaging, and planned media outreach initiatives, and assist with the development of relationships with specific members of the media.
- Provide advice on issues and opportunities related to the CCAC's communications, brand, credibility, and reputation, advise on issues that the CCAC may wish to take a position on, and advise on new policies related to public affairs and/or communications.
- Recommend any proposed changes to the committee's terms of reference to the Governance and Nominations Committee for consideration.



MEMBERSHIP

The Public Affairs and Communications Committee shall be comprised of a chair and five other members that reflect, to the greatest extent possible, the diversity of the animal ethics and care community and of society. The committee will have a minimum of two members with expertise in one of the following areas:

- communications;
- public affairs/relations;
- marketing/branding; or
- media relations.

Members are appointed to the committee by the board upon recommendation by the Public Affairs and Communications Committee and/or the Governance and Nominations Committee. Nominations can be received from the CCAC membership and the Public Affairs and Communications Committee.

Resources to establish subcommittees or taskforces with additional members may be requested from the board by the executive director in consultation with the Governance and Nominations Committee.

TERM

Members shall be appointed to serve an initial term of three years. Appointees are eligible for reappointment by the board but may not serve more than six consecutive years, except in the case of extenuating circumstances. Such situations would need to be appointed by the board, upon recommendation of the Governance and Nominations Committee.

The chair will be selected by a majority vote of the Public Affairs and Communications Committee. The committee's board liaison will direct the voting procedure. The term of the chair will be one year and may be reappointed for a maximum of three consecutive years. An exception may be made due to extenuating circumstances. Such situations would need to be appointed by the board, upon recommendation of the Governance and Nominations Committee.

In order to maintain continuity, appointments will be staggered so that a third of the members will be considered for replacement or reappointment each year.

STAFF/NON-VOTING MEMBERS

The director of public affairs and communication and Secretariat staff will provide support and information to the Public Affairs and Communications Committee. The committee's board liaison will attend all meetings, and the executive director will attend meetings on an ad hoc basis.



MEETINGS

The Public Affairs and Communications Committee shall meet in person at least once a year and by teleconference throughout the year at the call of the chair, in consultation with the director of public affairs and communications. In the chair's absence, meetings shall be chaired by a committee member designated by the chair.

QUORUM

A quorum of the Public Affairs and Communications Committee is a majority of members. A quorum is required to conduct committee business.

REPORTING

The Public Affairs and Communications Committee makes recommendations to the board, and reports quarterly to the board on its activities.

CONFLICT OF INTEREST AND CONFIDENTIALITY AND NON-DISCLOSURE AGREEMENT

The Public Affairs and Communications Committee members will abide by the *CCAC Conflict of Interest Policy* and the *CCAC Confidentiality and Non-Disclosure Agreement*. These documents are to be signed on an annual basis.

BUDGET

A budget for one in-person meeting and up to five teleconferences will be provided. Additional funds can be requested should the need for an additional in-person meeting or teleconference arise, when budget allows.