



**PROFESSIONAL STANDARDS
BOARD
POLICIES & PROCEDURES**

Governance

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Communications Sub-committee – Terms of Reference

Mandate:

The mandate of the Communications Sub-committee, an ad-hoc committee of the PSB Board of Directors, is to:

- Develop the new PSB Communications Strategy to be used for communications with all PSB stakeholders (PTIAs, candidates, volunteers, universities, etc.), to include key messages on the benefits and value of certification and accreditation, successes and milestones to date; clarify the certification and accreditation processes; and promote certification in both official languages
- Ensure the Communications Strategy aligns with the PSB's diversity and inclusion objectives and the CIP Diversity, Equity and Inclusion Roadmap
- Define use of communication tactics and practices to implement the PSB Communications Strategy
- Work with marketing staff to create a PSB style guide (e.g. font styles, logo, colours, images) and branded materials, including a new bilingual logo and accompanying graphics that align with the Communications Strategy, for approval by the PSB Board of Directors
- Develop a budget for development and implementation of the Communications Strategy, within the allocated annual PSB budget for Communications, for approval by the PSB Board of Directors.

Composition, Selection and Term of Office:

The Sub-committee will consist of:

- Five (5) regular members representing practicing professional planners from the Provincial/Territorial Institutes and Associations (PTIAs) and CIP; these members shall be voting members of the Committee
- At least one (1) member of the PSB Board of Directors, acting as Board Liaison and Sub-committee Chair; this member shall also be a voting member of the Committee
- A representative from the PSB office (non-voting member), who will provide administrative support and coordinate the implementation of the Communications Strategy
- Up to five (5) optional observers from the staff of the Provincial/Territorial Institutes and Associations (PTIAs) and CIP, such as Communications staff (non-voting), to provide advisory/consultative input and support

The PSB Board of Directors will solicit nominations for the Sub-committee from among CIP and PTIA Certified members and senior/communications staff. Nominees:

- Shall be Certified members in good standing of CIP and/or a Provincial/Territorial

Institute and Association (PTIA)

- Shall have a good understanding of the work undertaken by the PSB
- Shall have a strong interest in promoting certification and accreditation in Canada
- Shall have a good understanding of clear communications and recognizable branding; a passion for marketing or design would be an asset

Appointment of Communications Sub-committee members from among the nominees shall be determined by the PSB Board of Directors. Communications Sub-committee members shall serve as such at the pleasure of the PSB Board of Directors, subject to the criteria noted above and to the term limits noted below. The Sub-committee will remain active until such time as the Board of Directors has deemed it appropriate to disband the committee (i.e. when the objectives of the Sub-committee have been met and policies and operational procedures have been established).

Communications Sub-committee members will serve for a term of two (2) years. A Communications Sub-committee member may serve consecutive terms if nominated and appointed.

Committee Governance:

The PSB Liaison shall take on the role of Chair of the Sub-committee. The Chair of the Sub-committee shall have a regular vote but shall not have a second, or casting, vote. Motions on which the vote is tied shall be deemed to have failed.

Communications Sub-committee members shall select one of their number to be Vice-Chair of the Sub-committee. The Vice-Chair shall serve as Chair in the absence of the Chair, but shall not have an automatic right of succession to the Chair.

The Communications Sub-committee will meet at least twice in each calendar year in which it is active. Meetings will be held by teleconference or videoconference. Meetings shall be subject to a minimum notice of five (5) calendar days unless a schedule of meetings is set at a meeting of the Sub-committee, in which case notice is deemed to have been waived.

Reporting:

The Communications Sub-committee shall report to the PSB Board of Directors at each of the Board's meetings through a written update from the Board Liaison.

The Communications Sub-committee's Chair shall report in writing to the PSB members at each PSB Annual General Meeting in the year in which it has been active.