



Canadian Association of Nurses in Oncology
Association canadienne des infirmières en oncologie

CANADIAN ASSOCIATION OF NURSES IN ONCOLOGY ASSOCIATION CANADIENNE DES INFIRMIÈRES EN ONCOLOGIE

COMMUNICATIONS COMMITTEE

Title: CANO/ACIO Communications Committee Terms of Reference

Date Approved: September 15, 2017

Date Revised: September 15, 2017

Purpose:

The CANO/ACIO Communication Committee supports the wide-ranging communications role of the Association, focused primarily on outreach and networking. Using a combination of social media, public relations and creative marketing strategies, this committee drives membership engagement and raises awareness of the Association. The Communication Committee will ensure that the key messages, social media and marketing are aligned to our purpose, visions, values and strategic plan.

Accountability:

The committee is a standing committee of the CANO/ACIO Board of Directors. It is accountable through the Committee Chair, Director-at-Large (DAL) Communication.

Functions:

- Ensure that key messages, social media and marketing are aligned to our purpose, visions, values and strategic plan
- Support the dissemination and implementation of initiatives/projects to various key stakeholders (e.g. membership, public, oncology programs)
- Revise/update CANO/ACIO communication plan and action the objectives of plan
- Design and implement creative communication and marketing strategies (including the use of social media), that promote the Association brand, recruit new members and promote membership benefits
- Identify opportunities for cross marketing recommendations with key stakeholders in oncology
- Provide oversight and marketing leadership for CANO/ACIO projects and initiatives that promote the Association

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- Provide leadership and organization to Oncology Nursing Day and Nurse of the Year
- Provide guidance and oversight to the Association when undertaking branding initiatives, website design, publication materials
- Promote materials and resources that increase CANO/ACIO's impact within the oncology nursing community

Membership:

- DAL- Communications (Chair)
- DAL-Membership
- CANO/ACIO Executive Director or Designate
- CANO Members
- Others will be invited Ad Hoc
 - Members expressing interest on the website
 - Actively engage and recruit members from the millennial generation

Terms of Office:

Each DAL will participate for the duration of is/her terms on the CANO/ACIO board.

Roles of the Committee:

The **Chair** responsibilities include:

- Plans, coordinates and leads all meetings
- Prepares & circulates agenda in advance of the meeting
- Delegates minute taking
- Ensures timely dissemination of the minutes from each meeting (with action items identified) to each committee member
- Keeps the BoD informed by regular written and verbal reports at Board of Directors meetings, at least ever two months
- Submits an annual budget to the Treasurer for Board of Directors approval

The **Committee Members'** responsibilities include:

- Attend regularly scheduled meetings
- Engage in the planning, discussion and implementation of the assigned duties/activities of the committee
- Carry out duties as assigned by the chair

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Quorum:

51% of committee members will be required for action items requiring a vote.

Review and Approval

The Committee and Board of Directors will review these terms of reference every two years.

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