



Cheer Canada

Communication Committee

Terms of Reference

Committee Name	Communication Committee
Chair	Board Secretary
Composition	<p>Members will be selected based on experience and qualifications in graphic design and marketing, including social media marketing.</p> <p>Bilingualism and/or French-speaking members will be required in order to develop dual-language communications. Selection will be weighted in favour of knowledge, experience and languages rather than diversity of geographic location.</p> <p>There are no term limits for members of the Committee. The Chair and Cheer Canada board members listed are voting members of the committee. The Chair may invite other individuals, including technical experts to participate in meetings as necessary.</p>
Preferred Number of Members	Composed of a minimum of three (3) with a maximum of nine (9)
Mandate	<p>Raising awareness of the activities of Cheer Canada and the sport of Cheerleading in Canada; to increase knowledge of Cheerleading among the general public</p> <p>Subcommittee: Brand Development & Marketing</p>
Key Duties	<ul style="list-style-type: none"> • Create a Policy to govern communications of Cheer Canada with the Membership, the Public, and Media
Authority	The committee will make decisions via vote, then propose action in the form of a recommendation to the Board. The Board may approve the recommendation, revise or send it back for further investigation.
Budget	There is no budget allocated for this committee at the time.

Frequency & Types of Meetings	Meetings will occur as deemed necessary by the Chair, by phone or video conferencing. Participation in electronic communication will be necessary between meetings. Additional research, drafting and work will be regularly required outside of meeting times.
Resources	People not on the committee may be consulted as necessary.
Reporting to Board	The committee reports to the Board of Directors by submitting a report following meetings. The Committee will maintain minutes of its meeting and will make those minutes available to Committee members and the Board of Directors.
Duration of Committee Approval & Conclusion	These Terms of Reference were approved on April 11, 2019. The Board will review these Terms of Reference by June 1, 2020

Document Information	
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Version	Issue Date	Changes
0.1	January 14, 2018	Initial Draft
1.0	February 1, 2018	Approved by Board
2.0	April 11, 2019	Committee to meet on an ad hoc basis.