

Literacy Council York-Simcoe

TERMS OF REFERENCE

Marketing Committee

Purpose:

To advise the Board of Directors on issues pertaining to marketing that will result in the increased awareness and involvement of all our target audiences – students and potential students, staff, volunteers, governments at all levels, funders and supporters, employers, and the general public – of LCYS services. This will be accomplished by providing all LCYS stakeholders with information and an opportunity for feedback through a variety of media, both currently available and yet to be developed. The result must raise the profile of adult literacy, help sustain the mission of LCYS and meet the goals of the LCYS Strategic Plan.

Responsibilities:

1. Provide information about LCYS programs and services to all audiences in the most appropriate format
2. Provide opportunities for feedback from all audiences, in co-operation with the other LCYS committees
3. Evaluate and improve existing marketing vehicles, including:
 - printed material, including brochures and the LCYS newsletter
 - LCYS website
4. Develop appropriate additional marketing vehicles
5. Describe elements, goals and objectives, budget and evaluation plan of vehicles improved and/or developed
6. To provide leadership, education and support to the Board of Directors on issues pertaining to marketing

Representation:

The committee should comprise representatives from the following constituencies:

1. LCYS students
2. LCYS tutors
3. LCYS staff
4. Members of government
5. Businesspeople with marketing knowledge

Accountability:

The Marketing Committee is accountable to the Board of Directors of LCYS through the Board representative(s).

Chairperson:

The Chairperson may be a member of the Board of Directors of LCYS, or selected from the membership of the committee. There must be a board member sitting on the committee who will act as liaison between the Board of Directors and the committee.

Responsibility of Chairperson:

With assistance from LCYS staff, the Chairperson will:

1. Serve a minimum term of one year, renewable at the Board's discretion
2. Recruit committee members with the assistance of other committee members
3. Develop agenda which reflects the Terms of Reference
4. Chair meetings
5. Act as liaison to LCYS staff
6. Present committee reports to the Board of Directors of LCYS on a monthly basis and at the Annual General Meeting (if applicable)
7. Provide all other committee chairs and the Executive Director with the agendas and minutes of each meeting to facilitate information transfer

Task/AdHoc Sub-Committees:

From time to time, task/adhoc sub-committees may be struck for the purpose of addressing specific issues or accomplishing specific goals. To ensure continuity and communication, each task/adhoc sub-committee will include at least one Committee member(s).

Schedule of Meetings:

The Committee will meet monthly, or at the call of the Chairperson; task/adhoc sub-committees will meet as necessary.

Review Process:

These Terms of Reference will be reviewed on an annual basis.