

Communications Committee Terms of Reference

The Communications Committee of the Archdiocese of Grouard-McLennan takes an active role in evangelization, which is at the heart of the Church's ministry and activity in the world. The Committee operates under the supervision of the Archbishop and provides regular reports to the Archdiocesan Pastoral Council.

Members

The Communications Committee has at least six members, including:

- the Communications Coordinator of the Archdiocese (*ex officio*);
- one representative from each of the five deaneries of the Archdiocese;
- at least one priest or deacon.

The Communications Coordinator will consult with each dean about selecting a representative from each deanery.

Term of membership

Except for *ex officio* members, the term for membership on this Committee is two years, renewable twice, to a total of six years.

Meetings

The Committee meets at least three times each year.

Roles and responsibilities

The Communications Coordinator is the chairperson of the Communications Committee.

The Communications Committee is responsible for developing and executing an overall annual communications plan for the Archdiocese. The Communications Plan:

- will have specific, measurable, attainable, relevant and time-bound (SMART) objectives. The Archbishop will review and approve the objectives before the committee devises the elements of the plan.
- will first account for internal communications, that is, the reciprocal flow of communications:
 - between the archdiocesan offices and parishes;
 - between the archdiocesan offices and other stakeholders (e.g. school boards, Knights of Columbus, CWL, Cursillo, etc.)
 - among parishes;
 - among other Church bodies.
- will also account for external communications with people and groups not directly associated with, related to or responsible for the evangelization efforts of the Church.

The Communications Committee will act as a consultative body to the Communications Coordinator with regards to the development and use of media, including, but not limited to:

- the archdiocesan web site

- archdiocesan social media accounts
- archdiocesan newsletters and other publications
- telephone broadcasts
- local radio stations
- cable television
- local public press (newspapers)

One member of the Communications Committee sits on the Archdiocesan Pastoral Council; the Committee also has an alternate APC member who receives all communication from the APC and who replaces the representative in all things in the event of his/her absence.

Promulgated by the College of Consultors on 22 January 2019