

<b>Name</b>	<i>Awareness Committee</i>
<b>Purpose</b>	<p>A standing committee of AthletesCAN, the Awareness Committee will manage the organization's brand with a focus on internal and external communications, and the development of marketing assets to be used in the generation of revenue. It will also manage the organization's membership and alumni engagement strategies, and will compose and deliver an annual membership report as well as membership updates to be presented at each board meeting. The committee will advise the AthletesCAN Board of Directors in these areas based on an annual Marketing &amp; Communications Plan, associated engagement strategies, property valuations and the annual awareness report. The committee is also a working committee, and members are expected to carry out the tasks and projects of the organization outlined in these terms.</p>
<b>Key Duties / Responsibilities</b>	<p>The Committee will perform the following key duties / responsibilities:</p> <ul style="list-style-type: none"> <li>- Advise the Board of the adequacy and effectiveness of AthletesCAN Awareness Strategy</li> <li>- Online presence and social media strategy:             <ul style="list-style-type: none"> <li>- Through the Marketing &amp; Communications Plan, the committee will manage the way the organization's strategic messages are delivered online.</li> <li>- This includes evaluation of website and social media metrics, and the creation of new properties and/or content as required.</li> </ul> </li> <li>- Athlete, Member &amp; Alumni Engagement Strategy             <ul style="list-style-type: none"> <li>- Through the Marketing and Communications Plan, the committee will manage the way the organization's strategic messages are delivered to current, recently retired / alumni national team athletes (8 years), as well as prospective members within these categories</li> <li>- This includes increasing engagement with the association as well as on current policy initiatives, for participation in events, to solicit perspective, or encourage financial or profile support.</li> </ul> </li> <li>- Annual Awareness Report             <ul style="list-style-type: none"> <li>- Collect data on membership engagement, website and social media metrics and associated projects</li> <li>- Evaluate data results, identify strengths, weaknesses and gaps within the current strategy and identify KPIs for future growth</li> <li>- Compile a report concerning all of the above to be presented to the board of directors at at least one Board meeting (i.e. in person/Forum etc.) of each calendar year</li> </ul> </li> <li>- Board Meeting Awareness Updates             <ul style="list-style-type: none"> <li>- The senior staff member shall export key data points and share the information with the committee chair to present to the board at each bi-monthly board meeting. Data to be included shall include but is not</li> </ul> </li> </ul>



	<p>limited to: number of active members, renewal rate of expired memberships, average monthly website traffic and social media metric, response rate on recent surveys, opening rate on recent email communications, and the number of staff interactions with membership and/or digital content</p> <p>In fulfilling its key duties, the Committee will:</p> <ul style="list-style-type: none"> <li>- Work with staff and volunteers from other Standing Committees and Working Groups, as needed.</li> <li>- Support the Board and staff, as needed. Soliciting feedback and insight from the board into the direction and development of the AthletesCAN Awareness Strategy.</li> <li>- Provide expertise to enhance the quality of Board discussion on branding and communication matters, and facilitate effective Board decision-making in these areas.</li> <li>- Additional duties as delegated to the Committee by the Board from time to time.</li> </ul>
<p><b>Authority</b></p>	<p>The Committee is an active advisor to the Board. The Committee may establish sub-committees to deal with specific issues in relation to the mandate of the Committee.</p> <p>The Committee will exercise its authority in accordance with the bylaws and policies of AthletesCAN, in addition to the provisions set out in this Terms of Reference. The Committee shall not make any financial commitments without the approval of the Board.</p>
<p><b>Composition</b></p>	<p>The Committee shall be composed of the following:</p> <ul style="list-style-type: none"> <li>• A minimum of one and maximum of four Board members who are appointed by the Board within forty-five (45) days of the Annual General Meeting</li> <li>• One Staff Member</li> <li>• Up to five (5) additional members shall be appointed by the Committee with recommendations from the Board as requested.</li> </ul> <p>All members have equal voting status.</p> <p>Members of the Committee will serve terms of one year, and such terms may be renewed to a maximum of three terms at the recommendation of the Committee Chair and Senior Staff Member. The membership of the Committee will have regard to the diverse nature of AthletesCAN's membership including language, gender, ability/disability and geographic location.</p> <p>Should a vacancy occur on the Committee for whatever reason, the remaining Committee members may appoint a qualified member to fill the vacancy for the remainder of the vacant position's term. The Board may remove any member of the Committee.</p>
<p><b>Governance</b></p>	<p>The Committee Chair will be appointed by the Board. The quorum for holding a meeting and for transacting business is 50% of the members, including the Chair.</p>



	Motions are carried by a simple majority of the votes cast provided that a quorum is present. The Chair votes only in the case of a tie.
<b>Meetings</b>	The Committee will meet by telephone, virtually (via Zoom or Google Meets), or in-person, a minimum of once per quarter.  Meetings will be at the call of the Chair or at the recommendation of two Committee Members.
<b>Resources</b>	The Committee will receive the necessary administrative support and resources from AthletesCAN to fulfill its mandate. No monetary resources have been budgeted.
<b>Reporting</b>	The Committee will provide quarterly reports through the Chair to the Board on a schedule as set out by the Board. The Committee will report to the membership, in writing, at the Annual General Meeting.
<b>Approval</b>	These Terms of Reference were approved by the Board of Directors of AthletesCAN on <b>July 16th 2024</b>
<b>Review</b>	The Committee will review these terms of reference on an annual basis and will make recommendations to the Board on any revisions, if warranted.

