COMMUNICATIONS SUB-COMMITTEE
TERMS OF REFERENCE

*Section below extracted from the complete terms of reference document

1. GOALS AND OBJECTIVES OF THE SUB-COMMITTEE

1.1 The Sub-Committee’s goals and objectives are to consider and advise the COUNCIL OF DEANS on issues relating to Communications for the FHS and to develop and facilitate the implementation of strategies relating to:

- The communications strategy required for the transition to the FHS.
- The long term communications strategy and implementation for the FHS.
- A comprehensive branding for the FHS.
- Developing communication venues for the FHS (FHS web-site, newsletters, etc.) and the strategies for transition to a single website/maintenance of current College websites.
- Developing and maintaining relationships and awareness that will help students, faculty, alumni and supporters work towards the common purpose of the FHS.
- The principles of enhanced collaboration, including with respect to resource management and process improvement.

1.2 The Sub-Committee shall firstly provide a prioritization and sequencing of its work, to be completed within the first month of its meeting (please reference the Action Plan template), and to be provided to the Council of Deans for approval.

1.3 The Sub-Committee shall advise on issues, develop and facilitate an implementation plan for the COUNCIL OF DEANS that addresses the Sub-Committee goals and objectives. The Sub-Committee shall present its implementation plan (in writing) to the COUNCIL OF DEANS for approval by July 1st, 2014. Recommendations will be subject to Faculty Council (or Faculty Executive Council) approvals, as required.

1.4 Administrative governance decisions fall outside the scope of this Sub-Committee’s goals and objectives. Any additions or changes to the goals and objectives of the Sub-Committee require the approval of the Council of Deans.

1.5 The Sub-Committee Lead shall facilitate responses to any questions or directions from the COUNCIL OF DEANS based on its implementation plan.

1.6 In order to meet its timelines, deliverables, goals and objectives, the Sub-Committee may contact its members between meetings for advice should the
need arise. Uncontentious issues may be resolved through unanimous agreement communicated via e-mail or other written format.

1.7 From time to time, the Sub-Committee may request the advice or participation of individuals or organizations with a particular area of expertise relating to a matter under consideration, including, without limitation, consultation with:

- Erik Athavale, Associate Director, Client Relations, Marketing Communications Office;
- Office of Change Management;
- Pam Trupish, Director, Office of the VP (Academic) and Provost.

1.8 From time to time, working groups may be formed to work on specific issues as appropriate and shall report back to the Sub-Committee.

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Approved by the COUNCIL OF DEANS: February 25, 2014

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