



**ASPA ENGAGEMENT COMMITTEE  
TERMS OF REFERENCE**

January 24, 2024

## TABLE OF CONTENTS

1.0. Purpose of the Committee .....	3
1.1. Role of Communications & Public Relations Sub-committee .....	3
1.2. Role of Education Sub-Committee .....	3
1.3. Role of Social Sub-Committee .....	4
2.0. Committee Composition .....	4
2.1. Quorum and Motions: .....	4



## **ASPA ENGAGEMENT COMMITTEE TERMS OF REFERENCE**

### **1.0. Purpose of the Committee**

The function of the ASPA Engagement Committee is to facilitate the engagement of ASPA members in the association's mandate and activities through communication, public relations, education, and social events through an integrative and coordinated approach. Committee members will strive to stay up to date on any union-related activities and/or professional development (PD) opportunities/events that are relevant to ASPA and bring them to the committee for discussion and sharing to the membership.

The ASPA Engagement Committee's purpose is enacted a full committee and through three sub-committees:

- Communications & Public Relations
- Education
- Social

### **1.1. Role of Communications & Public Relations Sub-committee**

The Communications & Public Relations Sub-committee's role is to create and advise on appropriate communication strategies to:

- Work closely with the Executive to help facilitate the flow of information between the Executive and the Members
- Increase membership engagement in ASPA campaigns and initiatives
- Empower Members to enforce and uphold their constitutional rights outlined in the ASPA Collective Agreement
- Promote positive and mutually productive labour relations between ASPA and the Members
- Co-develop communication strategies that comply with intended communications objectives
- Advise on possible emotional impacts and resonance of sensitive communications; maintain oversight of the ASPA website as its primary communication asset. Implement strategies to periodically evaluate site effectiveness & metrics, create, add/maintain content, etc.
- Review and advise on outgoing ASPA communications for overall content and messaging
- Advise and assist in developing and implement auditing tools to evaluate the effectiveness of promotional activities (e.g. surveys). in conjunction with the Research Committee

### **1.2. Role of Education Sub-Committee**

The Education Sub-committee's role is to ensure continuous and relevant professional development opportunities for ASPA members through creating and facilitating appropriate workshops/seminars, monitoring for and sharing information regarding professional development opportunities relevant to work in the scope of ASPA offered by other entities, and to provide labour union and ASPA specific education opportunities.

This may include:

- Sharing professional, personal and wellness development opportunities for our membership.
- Bringing forward ideas for potential educational opportunities, based on current ASPA membership needs or requests
- Developing and reviewing professional, wellness, and personal development opportunities and resources
- Providing support at educational events as-needed, which may include hosting online or in-person meetings/events

### 1.3. Role of Social Sub-Committee

The Social Sub-committee's role is to plan and execute the social events that build the union community, with an educational and diverse/inclusive focus, and promote a culture of belonging.

This may include:

- Planning social events like the Winter Social/holiday party
- Planning activities to accompany large events ex. Games, raffles, entertainment
- Providing support for union and family events like pancake breakfasts, picnics, pizza lunches
- Generate ideas for future engagement activities both online and in-person

## 2.0. Committee Composition

The core committee will be comprised of at least three (3) ASPA Executive members as well as two (2) ASPA members. The ASPA Member Services Officer and Administrative Assistant shall also be on the committee as support.

### a. Non-Voting Members

- Administrative Assistant
- Guests to any meeting
- Member Services Officer

### b. Voting Members

- Co-Chairs of the Engagement Committee
- Volunteers approved by the Executive on the committee

The committee shall meet at least four times a year or as needed/decided by the co-chairs. The co-chairs will be responsible for sending quarterly reports to the Executive meetings and a yearly report for the Annual General Meeting (AGM).

Committee members are expected to:

- Attend a minimum of half the meetings for the year
- Volunteer for ASPA events organized by the Committee
- Adhere to professional code of conduct standards

**Co-Chairs:** As appointed by the Executives – three at least

**Term:** 1 year, renewable for a maximum number of 6 consecutive terms

**Type of Committee:** Standing

**Responsible to:** ASPA Executive

### 2.1. Quorum and Motions:

- a. Quorum of the committee is 50 percent of the committee membership.

- b.** There must be a record of a motion from the Executive in order to approve any application forms from the Executive members or the membership. The ASPA administrative assistant will either directly or delegate someone to take meeting minutes, which will be provided to the committee members prior to the following meeting.

There must be a record of a motion for any event that requires ASPA funding. This includes, but is not limited to:

- SFL registration
- Lunch and Learns
- Professional Development courses