

TESL Canada Board

PR and Outreach Committee

Terms of Reference 2025

Term of Service:

- Start Date: June 2025
- Finish Date: June 2026

Interim Chair: Esther Tong Yi Zhen

Board Members:

- Rania Ghaly
- Irina Volchok
- Verna Johnson
- Hamorn Chung

Community Members:

- Rita Andraous

Membership:

This committee will include members of the board and two community members of TESL Canada who are interested in increasing the profile and communication of the organization on multiple media platforms.

Mandate:

1. To support the dissemination and promotion of the activities, publications and initiatives from TESL Canada to the membership and stakeholders.
2. To gather information from the membership regarding the activities of TESL Canada, its publications and initiatives.

Research and Outreach Goals and/or Objectives

1. Review and respond to communication and research-related requests from external organizations and individuals, ensuring alignment with TESL Canada's mission and values.

2. Assist in maintaining and regularly updating website content to ensure accuracy, accessibility, and relevance for members and the public.
3. Curate, create, and promote content related to TESL Canada initiatives, national and regional events, research highlights, teaching resources, and member success stories via social media, the website, and newsletters.
4. Design, write, and distribute newsletters and promotional campaigns to engage members and inform them of professional development, advocacy, and networking opportunities.
5. Provide strategic support to the Executive by developing key messaging, press releases, and other formal communications.
6. Collaborate with other committees (e.g., Professional Development, Publications, Membership) to ensure consistent and timely messaging across platforms.
7. Take direction from the Board regarding research and outreach activities, including surveys, polls, social media initiatives, community spotlights, and trend reports.
8. Identify emerging trends and issues in the field of English language teaching and propose new outreach initiatives to increase engagement and visibility.

Meeting Schedule: Monthly (over email or online)

Important consideration:

1. Administrative Support: Required to assist with digital and physical mailouts, website updates, and formatting support for newsletters or surveys.
2. Collaboration: Strong coordination and communication across committees and the Executive are essential for timely, accurate, and unified messaging.

Budgetary Considerations: To be determined based on outreach campaigns, communications tools, and administrative needs.