

## **TESL Canada Board – Committees Terms of Reference**

### **2021/2022**

Committee Name: PR and Outreach

Chair: Amrita Gill

Members:

Yalda Ahmadvand (Board member)  
Elsie Johnson (Board member)  
Aiman Syed (Community member)  
Paula Kristmansen (President) (ex-officio)(Bylaws 10.6.4)  
Kathy Whynot (Secretary)(Bylaws 11.6a)

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.

Start Date: January 2021

Finish Date: 2022

Research and Outreach Goals and/or Objectives

1. Review communication requests from external organizations and individuals to our membership including research requests.
2. Assist in maintaining up-to-date information on the website.
3. Promote relevant news, events, stories, opportunities, and resources for members through social media and newsletters.
3. Support the executive with communication strategy and outgoing messaging to the membership and key stakeholders.
4. Take direction from the board regarding research and outreach activities (surveys, polls, social media initiatives)

Meeting Schedule: monthly

Important consideration:

1. Administrative Support required to assist with mailouts and website updates.
2. Information sharing between committees and the activities of the Executive will be essential to supporting timely communication with clear messaging.

Budgetary Considerations: to be determined