

**TESL Canada Board - Committees
2015 -2016**

Terms of Reference

Start Date: November 2015
Finish Date: December 2016

Committee Name: Research and Outreach

Chair: Bonnie Nicholas

Members: Liliana Dominguez (TESL Canada)
Briar Jamieson (external)
Nathan Hall (external)
Sheri Rhodes (external)
Tyson Seburn (external)
Jake Scheffer (external)
Judy Sillito (ex-officio)
Ron Thomson (ex-officio)
Sumana Barua (ex-officio)

Membership: This committee will include members of the board from areas with activities that would benefit from an increased profile or communication with the membership and key members at large who are currently active on social media.

Mandate:

- A. To gather information from the membership regarding the activities of TESL Canada publications and initiatives.
- B. To determine from the membership how TESL Canada activities, publications and initiatives fulfill their needs.
- C. To support the dissemination and promotion of the activities, publications and initiatives from TESL Canada to the membership and stakeholders.
- D. To review applications for permission to contact the TESL Canada Membership with Research Requests as received by the TESL Canada office. The committee makes a decision on the application and forwards that decision to the TESL Canada office for dissemination.
- E. To align its activities and messaging with the strategic plan of TESL Canada.

Goals and/or Objectives

- a. Review communication requests from external organizations and individuals to our membership including research requests.
- b. Continue developing a social media strategy for TESL Canada with a policy and social media calendar to promote the organization's resources, initiatives, activities and membership with Twitter, Facebook and LinkedIn.
- c. Assist in maintaining up-to-date information on the website and adding social sharing options to allow promotion of news, events and resources by the membership. This may require a redesign of how the website is organized and how current news items would be shared.
- d. Oversee and support promotion of the TESL Canada conference.
- e. Support the executive with communication strategy and outgoing messaging to the membership and key stakeholders.
- f. Take direction from the board regarding research activities (surveys, polls, social media initiatives) which would gather input and direction from the membership.
- g. Oversee the development of a Communication Policy and Procedures manual that includes existing policies and identifies needs and initiatives.

Meeting Schedule

- Monthly

Calendar

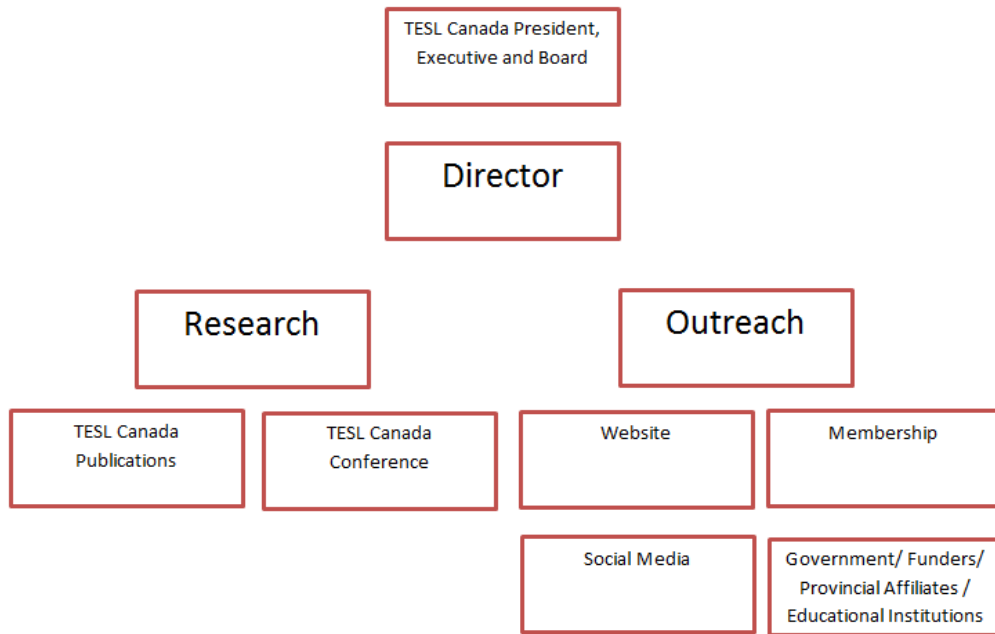
- The calendar will set a timeline for organized initiatives/communications to reach out to the membership around key dates and activities of the Board.

Administrative Support required

- Information sharing between committees and the activities of the Executive will be critical to supporting timely communication with clear messaging.

Committee Members responsibilities/assignments:

- Two areas of activity under the director for the committee members to participate in.



Budgetary Considerations

- to be determined
- Financial support may be sought to address social media integration or redesign options to the website or research activities.