



## **CPRS Atlantic Exploratory Committee Terms of Reference - Final**

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### **Mandate**

- The CPRS Atlantic Exploratory Committee (AEC) is an ad hoc committee constituted to explore a co-managed Regional Society model and deliver a framework for a CPRS Atlantic Region pilot.

### **Objective**

- The objective of the CPRS AEC is:
  - To build a strong community of professional communicators while testing a co-managed regional model that replaces four separate local societies with one regional society.
  - To use a combination of support from local society volunteers and National Office support to carry out CPRS activities in Atlantic Canada, and
  - To see if the lessons learned in Atlantic Canada will have broader application to local societies across Canada.

### **Goal**

- The goal of the CPRS AEC is:
  - To improve service delivery to CPRS members in Atlantic Canada by becoming more efficient and sustainable at delivering volunteer committee support, and
  - To ensure the success of local societies efforts resulting in a strong local membership in Atlantic Canada.

### **Accountability**

- The CPRS AEC is accountable to the CPRS National Board of Directors and the CPRS membership in Atlantic Canada.

### **Chair and Committee Membership**

- Wayne Knorr, APR, CPRS national board member and interim president of CPRS-NB will serve as the CPRS AEC chair.
- Membership will constitute two CPRS members from each province in Atlantic Canada. Every effort will be made to create a committee with diverse interests and backgrounds encompassing demographics, work sectors, language, and experience in the field of public relations and communications.
- Members will include:
  - Wayne Knorr, APR, Chair (New Brunswick)
  - Terri Mosher, (Nova Scotia)

- Denise Corra, APR (Nova Scotia)
- Anne McInerney, APR (New Brunswick)
- Nathalie Haché (New Brunswick)
- Lesley Rideout (Newfoundland & Labrador)
- Richard Sparkes, BSc. APR, FCPRS (Newfoundland & Labrador)
- Rod Stanley, BAA, APR, FCPRS (Prince Edward Island)
- Annette Campbell (Prince Edward Island)
- Members will participate in meetings via conference call and address issues between meetings by email.

### **Staff Role/Responsibilities**

- The CPRS AEC requires staff involvement.
- Staff involvement will include providing information, identifying available resources and logistical support to track action items arising from meetings, polling and setting meeting dates and arranging conference calls.

### **Meetings and Time Commitment**

- The committee will meet as required, but at a minimum two times a month until the end of December 2018 is expected in the short-term.
- Expected time commitment from members is a maximum of 4-6 hours of work each month, in addition to the two hour-long meetings, for a total of a maximum of 8 hours per month.

### **Reporting Requirements**

- Notes of all meetings should be kept and include action items including to whom they are assigned and completion dates.
- If the assigned staff support is unable to record notes the Chair will call for a volunteer.
- The CPRS AEC will report to the National Board.
- The committee will provide the CPRS National Board of Directors with a recommendation regarding the pilot, that includes a framework document, as well as a proposed CPRS Atlantic Board of Directors roster for the implementation of the recommendations.

### **Work Plan**

- To be determined by the CPRS AEC.