

# Communications and Marketing Committee

## Committee Mandate and Composition

*Per Resolution 2019-03-#05*

### **Mandate**

1. Review the School Board's external communications plan and make recommendations to the Director General and Council of Commissioners;
2. Provide recommendations to improve effective internal and external communications with all stakeholders (Administration, staff, parents, etc.);
3. Explore appropriate use of communications technology and new innovative marketing and communication approaches;
4. Make recommendations to the Director General and Council of Commissioners so that technology is used to its full potential to ensure effective, current, and informative messaging;
5. Undertake any additional related tasks as assigned by the Council of Commissioners.

### **Composition**

The membership of the Committee is no greater than six commissioners, including two Parent Commissioners, at least two Administrators (Director General, Communications Representative, and Information Services Representative), and a representative from the Parents' Committee.

### **Legal basis (Education Act)**

#### **193.1. (...)**

The council of commissioners may establish other committees to assist it in the exercise of its functions or the examination of specific matters.