

CASEM

Communications Committee: Terms of Reference (Updated 2023)

CASEM Communications Committee	
Description	The Committee appointed by the Board for the purposes of overseeing all modes of communication within CASEM and its marketing strategies.
Mandate	The Communications Committee’s purpose is to develop and deliver communications strategies both within CASEM and to target audiences outside of the organization.
Key Duties	<p>The Committee will perform the following key duties:</p> <ul style="list-style-type: none"> • To market CASEM and its resources, publications and activities to members and key audiences outside of CASEM. • Oversee and manage the content of the CASEM newsletter. • Maintain and improve the quality and effectiveness of communications between members, committees, other medical community members, sporting community and media/general public. • Assist in ensuring the content on the CASEM website is relevant, accurate and valuable to all of CASEM audiences. • Promote CASEM as the “go to” source of credible information in sports medicine by membership, professional associations, sports community and media/public through CASEM’s various communication platforms including podcasts, news section in the CASEM website, media statements, social media channels, etc. • Retain and expand CASEM’s membership by ensuring the highest level of membership services and satisfaction with the services.
Authority	The Committee will exercise its authority in accordance with the By-laws and such additional provisions as are set out in this Terms of Reference and will do so without interference from the Board.
Composition	<p>Chair: The Chair is a 4 year renewable term and the selection must be approved by the CASEM Board of Directors. The qualifications of the Chair include; a CASEM Diploma of Sport Medicine and ideally should be knowledgeable in the area of communications and marketing.</p> <p>Members at large: There should be at least six and no more than ten Committee members who commit to a minimum three-year period with the option of a one-term renewal. The Board may remove any member of the Committee at any time and for any reason.</p> <p>Members will subdivide into small groups to address one or more of the duties listed above.</p>
Meetings	Meetings will be by telephone, virtual or in person, as required. Meetings will be at the call of the Chair.

Resources	The Committee will receive the necessary resources from CASEM, as dictated by the Board of Directors, to fulfill its mandate.
Reporting	The Committee will report to the Board of Directors. The Chair or a representative from the committee will attend the fall Board meeting either virtually or in-person.
Approval and Review	The Board will review these Terms of Reference as required.
Other	When a potential conflict of interest arises, the Chair of the committee should manage the conflict on a case-by-case basis. CASEM values and encourages Equity, Diversity, and Inclusion in all of its committees.