

# COMMUNICATIONS & PUBLIC RELATIONS

## **Purpose:**

Develop a plan to engage with stakeholders.

## **On an ongoing basis, the Committee shall:**

### **For 2018-2019, the Committee shall (EXTERNAL) in priority order:**

1. Explore development of a public communications strategy.
2. Develop engagement plan for stakeholders/strategic partnerships. *(Strategic Objective: Stakeholder Engagement)*
3. Organize a Beef & Bun reception for UC geomatics students. *(Strategic Objective: Stakeholder Engagement)*
4. Attend UC career day to promote land surveying as a career. *(Strategic Objective: Stakeholder Engagement)*
5. Participate/make presentation at UC survey camp. *(Strategic Objective: Stakeholder Engagement)*
6. Organize event for first-year UC engineering students. *(Strategic Objective: Stakeholder Engagement)*
7. Oversee the development and re-development of ALSA brochures and other printed/website materials. *(Strategic Objective: Stakeholder Engagement)*
8. Make presentations to NAIT, SAIT, Lethbridge College *(Strategic Objective: Stakeholder Engagement)*

### **For 2018-2019, the Committee shall (INTERNAL RELATIONS) in priority order:**

1. Explore and develop a diversity and inclusion statement and associated policies.

## **The Committee Chairman shall:**

1. Review and approve all agendas and committee minutes.
2. Ensure that a vice-chairman is appointed (no later than the second meeting of the year).
3. Prepare and be responsible for the Committee's terms of reference – including its budget.
4. Prepare an annual report of the Committee's accomplishments and make recommendations for changes to the Committee's terms of reference (January).

## **The Committee shall consist of:**

Council shall appoint, by motion, not less than five committee members recruited from the general membership. The terms of appointment of all ALSA committee members will be two years. All Committee members are eligible to vote.

## **Budget:**

\$13,000

## **2018-2019 Committee Members**

Praveen Mahendra, Chair  
Michael Louie, Council Liaison  
Chad Burwash  
Cam Cousins  
Noelle Diakow  
Nina Holdbrook  
Al Jamieson

Duong Le  
Jeffrey Lund  
Ryan Man  
Danu Vandermark  
Jesse Vanneste  
Bill Smienk  
Mitchell Rose

## **Administrative Support**

Michelle Woywitka