



**Committee:** Advancement and Communications Committee

**Committee Sponsor:** Mount Royal Faculty Association

**Date last Revised:** May 12, 2023

## **Mandate**

The Advancement and Communications Committee shall monitor and strive to improve the effectiveness of internal and external Association communications and advocacy efforts. The committee shall oversee the management of internal member-facing communications. Further, the committee shall develop and implement strategies for influencing public policy on post-secondary education, social justice issues, and other areas in which the MRFA policy on political activity and advocacy authorizes the Association to express non-partisan political views.

## **Authority**

The Advancement and Communications Committee is a standing committee of the Mount Royal Faculty Association. It reports on its activities to the Executive Board and to the Regular Members of the Association through the Communications and Advocacy Officers.

The Committee is responsible for maintaining the Association's Advocacy Goals, with changes subject to membership approval, and shall develop related campaigns, subject to Executive Board approval. The committee has the authority to approve expenditures within its annual budget, except that Executive Board approval is required for expenditures on food or accommodations for committee members. To reduce costs, the committee is encouraged to make use of Faculty Centre services when hosting events. When necessary, the committee may request additional funds from the Executive Board from the Political Action and Advocacy budget line.

The committee operates within the Political and Advocacy Activity by the MRFA policy, which states:

- The MRFA is a non-partisan organization. Except by resolution of the Membership, it may not endorse a particular candidate or party.
- The right of individual members of the Association to express political views or offer endorsements is in no way restricted by the Association, and in fact the Association has a duty to defend the free speech and academic freedoms of the members.
- The MRFA, through the President, may always express non-partisan political views on matters relating to post-secondary education labour relations and employment standards.
- The MRFA may also, by resolution of the Membership and through the President, express non-partisan political views on education, community development, social justice and other related issues in light of the role of education in enhancing a community of citizens and improving society as a whole.

This policy also describes the processes for the development, approval, planning, and execution of advocacy initiatives. These include expectations relating to the development, annual review, and adoption of a set of Standing Advocacy Goals.

## **Membership**

The Advancement and Communications Committee shall consist of:

- the Communications and Advocacy Officers, who shall be co-chairs;
- two Members appointed by the Executive Board in staggered years for two year terms to serve as direct support to the co-chairs in the development of Internal Communications Mechanisms and Advocacy Campaigns, respectively;
- two members appointed by the Executive Board in staggered years for two year terms to maintain consistent social media posts in accordance with the Communications Plan, Communications Policy, and Advocacy Policies;
- one member appointed by the Executive Board in even numbered years for a two year term to manage the Association's Internal Publications;
- one Member appointed by the Executive Board in odd-numbered years for two year terms to serve as a develop of strategic and bargaining related communications;
- one Member appointed from and by the Collective Bargaining Caucus in even-numbered years for two year terms to develop strategic and bargaining related communications; and
- the Senior Administrative and Faculty Relations Officer of the Association, who shall be treasurer.

## **Meetings**

In addition to the initial meeting, which shall be held during the Spring Committee Transition Meetings, the Advancement and Communications Committee shall normally meet monthly during the academic year. Additional meetings may be called as necessary by one or both of the co-chairs.

Quorum shall 50% of current committee membership + 1, including at least one of the co-Chairs. Minutes will be taken for all committee meetings and approved minutes shall be submitted to the Executive Board for information.

### **Expected Activities**

Where applicable to the mandate of this committee, the Advancement and Communications Committee shall support the concrete actions outlined in MRFA 2025 to ensure the fullest inclusion of all Association members, with particular attention to those members whose voices and experiences have historically been absent from the Association.

The Advancement and Communications Committee shall:

- Maintain and enhance Association communications by
  - providing liaison for the purposes of communicating the activities of the Executive Board, the Association and its committees, and other information likely to be of wide interest to the membership;
  - determining appropriate media and developing strategies for communicating information to the membership and external audiences in accordance with the Association's Communications Plan and related Policies; and
  - assisting the Contract Member Representative in communicating with contract members of the Association;
- Advance advocacy initiatives with internal and external audiences by
  - developing advocacy goals for recommendation to the Executive Board. Adoption of advocacy goals of the Association, including but not limited to a set of standing goals, and changes to or revocation of previously adopted goals, requires approval at a Meeting of the Association upon the recommendation of the Executive Board;
  - developing campaigns, subject to Executive Board approval, for influencing public policy on post-secondary education, social justice issues, and other areas in which the Association Policy on Political and Advocacy Activity authorizes the Association to express non-partisan political views;
  - developing material for external communications in relation to approved campaigns. Approval and release of this material shall be in accordance with Article 9 (Officers) of these Bylaws and with Association Policies and Procedures;
  - as necessary, developing, reviewing and updating an annual advocacy plan that articulates the plans for achieving advocacy goals;
  - maintaining a database of information relevant to advocacy. This may include, but is not limited to:
    - the relative proportions of compensation of faculty/staff/administration at MRU and other institutions;
    - a comparison of funding received by other PSE institutions;
    - a comparison of tuition rates at other PSE institutions;
    - trends in changes to the above over time;
  - making recommendations for expenditures from the MRFA political action and advocacy budget to the Executive Board;
- Annually recommend an appointee from the committee to serve on the Member Engagement and Services Committee;
- encouraging members' direct involvement and participatory engagement in the work of the committee; and,
- preparing a report for the Annual General Meeting describing its work during the year and a summary of its expenditures.

### **Resources**

The MRFA will provide a budget for the committee in an amount to be reviewed by the MRFA Finance Officer annually or at the request of the committee. Administrative support will be provided by the MRFA Senior Administrative and Faculty Relations Officer.