



TERMS OF REFERENCE

COMMUNICATIONS COMMITTEE

Authority: The Communications Committee operates as a Standing Committee under the authority of the Board of Directors as outlined in the Stevenson Memorial Hospital (SMH) Corporate By-laws, Article 9 and Board Policies V-A-2, Roles and Responsibilities of the Board of Directors; V-A-3, Roles and Responsibilities of Individual Board Directors; V-A07 Board Standing and Special Committees. No decision of this Committee shall be binding on the Board until approved or ratified by the Board.

Membership and Quorum: Quorum of a Standing Committee for the purpose of conducting business will be more than 50% of the voting members of the Committee.

The presence of Board Chair at Committee meetings counts towards quorum; whereas; the absence of the Board Chair at Committee meetings does not count against quorum. For greater clarity, the intent to this rule is to recognize that the Board Chair may not attend every meeting.

The members of the Communications Committee shall consist of:

Voting Members:

1. at least three (3) elected Directors, one of whom will serve as chair and one (1) of whom is Chair the Stevenson Redevelopment Committee;
2. one (1) member of the professional staff or delegate nominated by the professional staff;
3. up to two (2) additional Advisory Members with specific skill sets or knowledge of the community that will support the work of the Committee;
4. Board Chair, ex-officio; and
5. Chief Executive Officer (CEO).

Non-Voting Members:

6. one (1) representative or delegate of the SMH Foundation Board;
7. one (1) representative or delegate of the SMH Auxiliary Executive;
8. up to two (2) Patient and Family Advisory Committee representative; and
9. Hospital Marketing/Communication Specialist.

Mandate: The Communications Committee shall:

1. oversee the Hospital's Communication Plan and various communication strategies;
2. evaluate success of the Communications Plan using a Community Engagement Scorecard;
3. collaborate with Foundation and Auxiliary to develop strategic communication initiatives;
4. ensure that SMH builds and maintains good relationships with community stakeholders including volunteers, political leaders and donors and related organizations;
5. ensure the Committee is working to align with the Strategic Plan;
6. provide guidance to the Hospital's CEO and Communication Specialist in relation to the development and implementation of specific communication objectives, strategies and tactics that include but are not limited to government relations, community engagement, media relations, crisis communications, website development, printed promotional materials, special events;

7. monitor media exposures to provide guidance as required to CEO and Communication Specialist;
8. recommend to the Board policies and processes to ensure effective ongoing communication and positive relationships between Stevenson Memorial Hospital, the Advisory Council Members of the Corporation, and the communities served by the Hospital;
9. develop and monitor communications budget;
10. review annually the Committee Terms of Reference and if any change is recommended forward same to the Governance and Nominating Committee for consideration;
11. prepare an annual work plan for the Committee that describes topics to be addressed at each meeting for approval by the Board; and
12. assume such other duties as may be assigned from time to time by the Board;

Administration: Support is provided by the office of the CEO and Corporate Communications.

Reporting: The Committee reports to the Board of Directors.

Schedule: The Committee meets at least four (4) times per year at the call of the Chair.

Original Effective Date: Nov 08
Reviewed/Revised Date: Nov 11; Feb 12; Feb 13; Feb 2014; Dec 15; Oct 2016