

OPTICIANS OF MANITOBA (OOM)

COMMUNICATIONS / COMMUNITY OUTREACH COMMITTEE

Terms of Reference

Purpose:

The Communications / Community Outreach Committee is a standing committee of the Opticians of Manitoba (OOM). The Committee's purpose is to protect the public by providing them and the members of the OOM with accurate, timely information and to increase the public awareness of their eye health needs and the profession of opticianry.

Mandate:

In keeping with the bylaws, Professional Standards of Practice, Code of Ethics of the Opticians of Manitoba (OOM) and all applicable legislation, the Communications / Outreach is a standing committee of the Council of the OOM which fulfills its mandate by:

- representing the OOM to the community,
- enhancing the public image of the OOM,
- reviewing and recommending public education strategies to fulfill the mandate of the OOM,
- acting as resource persons and advising on public and media relations.

Role of the Communications/Community Outreach Committee:

The role of the Committee is to liaise with the Council and Executive Committee to develop, coordinate and implement a communications and outreach plan for the OOM'S various constituent group, including but not limited to:

- maintaining the website
 - preparing and distributing the newsletter, annual report and monthly updates for the members regarding decisions made at the OOM Council and Executive meetings as well as disseminating other important membership worthy correspondence to the members.
- developing and implementing a communications and outreach policy including liaising with other council members to ensure that appropriate and effective policies and procedures are in place for the proper coordination of OOM communications
- developing and recommending policies , procedures and changes thereto in relation to communications for council approval
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- drafting and recommending revisions to the:
 - OOM personal information and privacy policy
 - information packages for opticianry students, all applicants for registration and licensing including internationally educated opticians, newly licensed opticians,
- developing and providing opticians with the tools and opportunities to:
 - educate the public about and to enhance the public image of opticianry
 - to educate the public about important eye health issues
 - establish a record of community service the importance

- promoting recognition and awareness of the OOM as an organization protecting the community at large
- providing vision screening and public education as a community outreach program by Utilizing events such as wellness fairs, teddy bears picnic and arranging for education of opticians in vision screening techniques
- identifying the OOM's communications needs and priorities through appropriate consultation and providing direction on the communications/outreach strategic plan
- assessing and evaluating the delivery of communications against the needs and or expectations of OOM members and the public and recommending communications initiatives to OOM council for approval as appropriate
- supporting the work of the OOM staff, committees, working groups and volunteers by such actions as:
 - developing and implementing an effective policy and procedure for dealing with media enquiries, website content and messages to the membership, media and the public
 - tracking media worthy content
 - providing oversight on the implementation of the internal and external communications programs of the OOM which may include but not be limited to the development and maintenance of the OOM website
 - ensuring that all committee members are well informed on matters affecting the OOM membership
- providing periodic reports and advising the council and Executive as appropriate on communications matters as they arise
- identifying the annual budget requirements related to the delivery of communications
- providing periodic reports and updates to council on communications
- approving expenditures related to the delivery of communications as appropriate
- maintaining a roster of communications and outreach volunteers and coordinating their participation in outreach events
- other roles which may be assigned by the council.

Reporting Relationship:

The Chair of the Communications / Community Outreach Committee reports directly to the OOM Council and provides an annual and a monthly report to Council.

Membership:

The Communications/Community Outreach Committee is appointed annually by the OOM Council to consist of:

- a member of the Council elected by Council members as chair,
- three other members appointed from the members of the OOM who may or may not be members of Council or individuals appointed from the community at large who are not opticians or public members of the OOM.

Term of Office

The term of a Committee member who is elected or appointed and is a member of council must not exceed four years. The term of a Committee member who is elected or appointed and is not a member of council is three years. A person may be a committee member for more than one term but must not be a member for more than 12 consecutive years. A Committee member, despite the forgoing, continues to hold office after his/ her term expires until the member is re-elected or re-appointed or a successor is elected or appointed.

Training:

Will be provided as needed/appropriate.

Meetings:

Meetings are held at the call of the chair.

Record Keeping of Decisions:

The Chair shall ensure that a record of all decisions and recommendations of the Committee is maintained.

Quorum: Quorum consists of 2/3 of the members.

Review of Terms of Reference:

These terms of reference will be reviewed on an annual basis or as needed by the Communications / Community Outreach Committee. Any proposed revisions must be approved by the OOM Council before being finalized and incorporated.

APPROVED DEC 10, 2013