

Administration and Communications Committee Terms of Reference

Purpose

The purpose of the Administration and Communications Committee is to:

1. Develop policy and provide support for an efficient and effective administration system at Rideau Park United Church.
2. Develop and facilitate a broad, systematic approach to Rideau Park's communications and advertising to both active and non-active church households, and particularly to the wider community.

Structural Accountability.

The Administration and Communications Committee is a committee of, and accountable to Council

Responsibilities General - Administration

1. To work with the Administrator to develop goals and objectives for the Administrative function in this church; to assist in promoting an understanding of administrative procedures with committees and the congregation as needed;
2. To provide ongoing advice, guidance and general and technical support to the Administrator and other staff;
3. To promote the development of procedures that will ensure accuracy of data and records;
4. To develop policy regarding confidentiality and security of information for the guidance of staff, committees, communications, etc;
5. To identify the information needs of groups within the church and maximize the use of information resources;
6. To identify and prioritize needs relating to information systems hardware and software;
7. To develop and maintain office procedures that facilitate communications (e.g.; master list for tracking Rideau Park events).

Communications

1. To provide oversight, support, policies and protocols for established communications vehicles (e.g., Rideau Park website, Churchpost, monthly congregational emails, advertising of key events in selected newspapers
2. To fill the gaps in communications actions or support at Rideau Park and identify/evaluate new communications opportunities for the various audiences (e.g., articles in community newspapers, consider the use of Twitter and other platforms for communication as they Administration and arise, update/develop the church welcome brochure and other program/event brochures, video screen with programming in the Cunningham entrance);
3. To provide the means for facilitating communications by other committees and event coordinators in the congregation (e.g., communicators' checklist, print media contact list, radio, television and electronic media contact list, display rack maintenance) and policies/procedures for the same;
4. To review and provide guidance for key Rideau Park communications re. balance, impact and consistency (e.g., the annual Rideau Park activity booklet, the Christmas events brochure, the message on the outdoor lighted sign, content on the proposed Cunningham video screen);
5. To evaluate the effectiveness of Rideau Park's communications and advertising through surveys (e.g., people attending the Christmas Bazaar have been surveyed several times);
6. To identify the website needs of Rideau Park, maximize website functionality and develop policies and technical protocols with respect to the website.

Membership

The Chair is elected at the Annual Congregational Meeting.

- The Committee members should generally reflect the various areas of congregational life and also address the administration, communications and technical support needs of the church congregation and staff;
-] The Minister of Community and Worship (with responsibility for administration) and the Administrator are members of the Committee. The Administrative Assistant is also welcome to attend meetings where relevant items are being discussed;
- Only one representative of the Committee will serve on Council, and will report to Council for the Administration and Communications Committee;
- The Chair (or Co-chairs) serve for 3-year terms. There is no definite term for committee members. Frequency of Meetings
- The committee meets in person as requested by the Chair (or Co-chairs), usually four times per year. Some business can be conducted via e-mail.