

**Engagement and Membership Committee
Terms of Reference**

1. General Purpose

1.1. The Engagement and Membership Committee (the “Committee”) supports the CICan Governance and President’s Office Professionals (GPOP) Board of Directors (the “Board”) by:

- a) promoting the association to external audiences by way of our website and social media;
- b) promoting internal engagement and facilitating the dissemination of information to the existing membership through digital channels such as Teams, our website and social media;
- c) providing general maintenance to the GPOP Microsoft Teams site (Teams);
- d) developing initiatives to recruit new members, retain current members and re-engage past members.

2. Specific Responsibilities

2.1. The Committee has the following specific responsibilities:

- a) maintaining accurate membership database and member access to Teams and private channels;
- b) updating the database and Teams when new members are recruited or members depart;
- c) developing informative resources and a variety of digital initiatives focused on enhancing member engagement using the website, social media and Teams;
- d) supporting the Board and other committees’ initiatives using the website, social media and Teams, as well as other available digital platforms;
- e) providing GPOP Teams site support, assistance and information as needed;
- f) developing and exploring resources available to further enhance member engagement and communication;
- g) ensuring the overall quality, content and effectiveness of the website and related social media platforms.

3. Membership and Quorum

3.1. The Committee:

- a) has a minimum of three (3) voting members, including two Committee Co-chairs;
- b) quorum for meetings consists of a majority of voting members of the Committee.

4. Meetings and Organization

4.1. The Committee:

- a) has an annual work plan;
- b) meets at least quarterly with pre-determined dates and agendas. Meetings may be held in person, by conference call, email or on-line forum;
- c) holds special meetings as required.

5. Other

5.1. The Committee:

- a) reports regularly to the Board, through the Committee Co-chairs, on their activities;
- b) reviews annually their Terms of Reference to ensure they meet the current needs of the Board;
- c) presents changes to their Terms of Reference to the Board for approval;
- d) annually assesses the Committee’s performance in carrying out its duties.