

## Terms of Reference

### Public Information Campaign (PIC) Task Force

**Issue Date:**  
**Approved by:**

**Review Date:**  
**Review by:**

<b>Legislated and other Mandate <i>approved</i> by Council</b>	<p>“To examine a potential public information campaign based on a value proposition of professional engineering.”</p> <p><b><i>[APPROVED BY COUNCIL - September 23, 2016]</i></b></p>
<b>Key Duties and Responsibilities</b>	<ol style="list-style-type: none"> <li>1. Examine a potential public information campaign based on a value proposition of professional engineering that promotes public awareness of the role of PEO.</li> <li>2. Develop a Request for Proposal to engage a vendor to assist with message development and compile a list of the most relevant communications vehicles and their associated costs.</li> <li>3. Provide a report to Council no later than at its April 2018 meeting, with campaign concepts and options, including:             <ul style="list-style-type: none"> <li>o proposed messaging;</li> <li>o key audiences;</li> <li>o communications channels;</li> <li>o costs and other required resources;</li> <li>o measurables; and</li> <li>o suggested course of action.</li> </ul> </li> <li>4. Circulate the draft report to the EXE for peer review prior to submission to Council.</li> </ol>
<b>Constituency, Number &amp; Qualifications of Committee/Task Force Members</b>	<p>The task force shall, upon inception, consist of seven (7) members, with at least three (3) being current or former PEO Councillors and up to four (4) being current PEO members at large with familiarity of, and demonstrated experience with, current best practices in marketing/advertising or communications.</p>
<b>Term Limits for Task Force members</b>	<p>The task force is to be stood down following the submission of its final report to Council unless requested otherwise by Council.</p>
<b>Qualifications and election of the Chair</b>	<p>The Chair is to be elected from among the members of the task force in accordance with Wainberg’s Society Meetings and By-Law No. 1, section 25(4).</p>
<b>Qualifications and election of the Vice Chair(s)</b>	<p>The Vice Chair is to be elected from among the members of the task force in accordance with Wainberg’s Society Meetings and By-Law No. 1, section 25(4).</p>
<b>Duties of Vice Chair(s)</b>	<p>To act as Chair in the absence of the Chair.</p>
<b>Quorum</b>	<p>In accordance with Wainberg’s Society Meetings Including Rules of Order and section 25(1) of By-Law No. 1, quorum for the purpose of having the meeting’s decisions be considered binding is at least 50 per cent of the committee’s/task force’s membership present at the meeting.</p>
<b>Meeting Frequency &amp; Time Commitment</b>	<p>The task force will meet at the call of the Chair.</p>

<b>Operational year time frame</b>	The task force will commence its work upon approval of the Terms of Reference by Council and is to be stood down following submission of its final report to Council, unless requested otherwise.
<b>Committee Advisor</b>	David Smith, Director, Communications
<b>Committee Support</b>	Becky St. Jean, Senior Executive Assistant