



Marketing & Communication Committee

Terms of Reference

Purpose / Objectives

The Marketing & Communication Committee has been established to achieve the following components of the CENA strategic plan:

Strategic Area: Image

- Review, develop and implement style guidelines including ICEN, AENJ, TNP, e-blasts, newsletters, social media
- Develop guidelines for use of the College brand / logo
- Develop and implement a framework for marketing incentives
- Explore opportunities for merchandising Market and promote College activities

Strategic Area: Research and evidence based practice

- Distribute AENJ at various forums, such as education activities
- Interview AENJ authors and publish video
- Utilise social media platforms

Strategic Area: Education and specialised skills

- Place education resources on CENA website
- Host a library of past ICEN presentations
- Major launch of new manual and workbook (CENA TNP)
- Disseminate resources electronically (CENA TNP)

Strategic Area: Leadership, support and representation

- Promote existing scholarships and awards
- Promote funding/grant opportunities
- Advertise and offer scholarship opportunities

Meeting Frequency

Minimum quarterly meetings.

Life of the committee

2 years .

Membership

Minimum of 6 members made up of:

- CENA Board member (Chair);
- A minimum of one CENA Fellow;
- CENA Members;
- Non-member subject matter experts where required.

Quorum

Minimum of 50% of the committee membership plus one additional committee member including the chair or their poxy.

Decision-making

The committee is to form recommendation for the CENA Board.

Reporting

The committee chair will select a secretary from the committee membership to record the activities and outcomes of the group. The committee chair will report these outcomes to the CENA board.

Financial Delegation

Nil.

Alteration of Terms of Reference

Committee chair to form a recommendation for changes to the terms of reference for board endorsement.

As agreed:

DRAFT