



Child & Family Collaborative (C&FC)
Communications Subcommittee
Terms of Reference

The C&FC is a community of professionals in York Region who work with children prenatal to twelve years, in the early years sector. Committed to principles of prevention and education, the C&FC creates opportunities for networking, professional development, life-long learning, research, planning, early identification and intervention, and an ongoing investment in the early years. The C&FC website (www.cfcollaborative.ca) is a common access point for information and linkages, professional development, and employment recruitment and retention. The C&FC has several subcommittees, one of which is the Communications Subcommittee.

Communications Objectives.

- To increase awareness and branding of the C&FC and its initiatives within the early learning and care community.
- To ensure that all communications are in alignment with the C&FC's mission statement and values.
- Action and advocacy
- To build awareness around community initiatives that impact the Early Learning and Child Care (ELCC) community.
- To share responsive communications.

The Communications Subcommittee operates within the framework of the Child and Family Collaborative and plays a crucial role in supporting parents, families, and children ages 0-12 years. *(Please see the Child and Family Collaborative Organizational Structure.)*

Membership:

The Communications Subcommittee will consist of community members able to accept responsibility for the key functions of the C&FC including but not limited to:

- 1 or more representatives for the maintenance of the website
- 1 or more representatives for the coordination of the collaborative's professional development activities
- 1 or more representatives with marketing expertise
- 1 representative from the Region of York, Integrated Child's Services.
- Others as identified throughout the implementation of the annual work plan

Each member must demonstrate an interest in being part of the Communications Subcommittee and be cognizant of the duties and time commitment involved. Members must be willing and able to undertake active participation in the committee and/or its work.

Roles:

The Subcommittee Chair is appointed by the Child and Family Collaborative, serving a minimum two year-term.

- Host and facilitate engaging meetings, fostering an environment conducive to collaboration and open communication among members of the C&FC Family Support Subcommittee.
- Take the lead in maintaining an up-to-date members list for the subcommittee, ensuring that all relevant members receive necessary information and updates promptly.
- Efficiently manage the coordination of meetings by circulating well-timed and comprehensive calendar invites, providing participants with all the essential details and documents required for effective participation.
- Spearhead the preparation and distribution of agendas ahead of each meeting, ensuring that all key topics and discussions are covered, and members are well-informed.



- Undertake administrative tasks, particularly in managing emails related to the C&FC Family Support Subcommittee, ensuring timely responses and efficient communication among subcommittee members.
- Explore innovative ways to enhance communication and collaboration within the subcommittee, seeking feedback and implementing improvements where necessary.

The Co-chair Working alongside the Chair, the Co-chair assumes the role of providing support, facilitating succession planning within the subcommittee's leadership structure. This role is pivotal in bolstering the Chair's efforts, contributing to the subcommittee's initiatives, and being prepared to step into the leadership role if necessary.

- Moreover, the appointment of a Co-chair plays an instrumental role in fostering a collaborative environment within the subcommittee. The Co-chair actively encourages and supports the participation of all members while nurturing emerging leadership skills within the group.
- This tandem leadership approach to succession planning is designed to sustain the momentum of the subcommittee's work, ensuring its efficacy remains intact across transitions in leadership. The Co-chair's role is in preserving the collaborative spirit and ensuring a smooth handover of responsibilities, contributing to the overall success and longevity of the subcommittee's mission and goals.

The Minute Taker: This individual, assigned to document the meeting proceedings, ensures that the minutes are recorded. These minutes serve as a detailed account of discussions, decisions, and action items, providing a valuable resource for future reference and accountability. Minutes must be approved by a committee vote and will include attendance.

Record of Meetings

The Communications Subcommittee will maintain written records for each meeting, ensuring transparency and continuity. The chair actively collaborates with members to compile meeting agendas, incorporating input and suggestions from the team. The meeting minutes are documented and made readily accessible to the entire C&FC team through the designated platform.

Frequency of Meetings

The Communications Subcommittee will meet quarterly or as often as required to meet the objectives. Each meeting requires a minimum quorum of four members for substantial deliberations.

Purpose

The purpose of the Communications Subcommittee is to provide high level strategic direction and feedback for the Child & Family Collaborative's (C&FC) marketing and communications activities that support the needs of the York Region early learning community.

Functions

- To filter, share, and maintain what is available on the C&FC website, social media platforms, and resources to ensure current and relevant content.
- To collect community content that pertains to families and the ELCC community.
- To create an annual communication plan (calendar) to populate
- To develop strategies to communicate cross-sector opportunities for representation on the C&FC executive and it's working groups
- ◆ To establish working groups to strategize around content for potential responses to levels of government.



- ◆ To use statistical data
- ◆ To develop, update and monitor the C&FC communication policies, social networking accounts, and online meetings. (working group)
- ◆ Recommend social media dissemination plan. (working group)

Reporting Structure: The Communications Subcommittee is accountable to the C&FC executive working through the Terms of Reference and the Work Plan. After the annual review of these documents, the Chair of the subcommittee will sit as a member of the C&FC and will keep them informed of the operations of the Subcommittee.

All recommendations of the Subcommittee will go forward to the C&FC for approval. Once approved, the recommendations will be addressed as appropriate.

The Communications Subcommittee representatives are responsible for ensuring there is an ongoing flow of information between this Subcommittee and the community they represent.

Orientation: Members of the Communications Subcommittee are responsible for the orientation and training of new members. Orientation will address this group's link to the C&FC as well as the mandate, goals, and objectives, operational and organizational structure, finances, and broader child care issues as they relate to the group's operations.

Terms of Reference to be reviewed every two years or as required.

Note: Participation in the C&FC or the Communication Subcommittee may result in names being available on the website and on social media.

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