

TESL Canada Board – Committees
Terms of Reference

October 2019 – October 2020

Committee Name: Research and Outreach

Chair: Sheri Rhodes

Members:

Yalda Ahmadvand (Board member)
Elsie Johnson (Board member)
Celia Logan (Community member)
Vacant (Community member)
Paula Kristmansen (President) (ex-officio)(Bylaws 10.6.4)
Kathy Whynot (Secretary)(Bylaws 11.6a)

Membership:

This committee will include members of the board and two community members of TESL Canada who are interested in increasing the profile and communication of the organization on multiple media platforms.

Mandate:

1. To support the dissemination and promotion of the activities, publications and initiatives from TESL Canada to the membership and stakeholders.
2. To gather information from the membership regarding the activities of TESL Canada, its publications and initiatives.

Start Date: October, 2019

Finish Date: October, 2020

Research and Outreach Goals and/or Objectives

1. Review communication requests from external organizations and individuals to our membership including research requests.
2. Assist in maintaining up-to-date information on the website and adding social sharing options to allow promotion of news, events and resources by the membership.
3. Support the executive with communication strategy and outgoing messaging to the membership and key stakeholders.
4. Take direction from the board regarding research activities (surveys, polls, social media initiatives) which would gather input and direction from the membership.

Meeting Schedule: monthly

Administrative Support required to assist with mailouts and website updates.

1. Information sharing between committees and the activities of the Executive will be essential to supporting timely communication with clear messaging.

Budgetary Considerations: to be determined