

Communications Committee

Mandate:

The purpose of the Communications Committee is to promote the interests and concerns of legal information specialists generally, and CALL/ACBD members specifically, through various methods, media, and types of communication.

Date established: Proposed to Executive Committee Sept. 2011; accepted by membership at AGM May 2012; revised & re-submitted to Executive Committee Nov. 2013

Background:

- CALL/ACBD members including Executive Committee recognize that our traditional reliance on client goodwill and subsequent support are no longer adequate in an era of free information on the Internet and economic austerity; that we must change from our current general passive mode of assumed goodwill to an active mode of communicating our value to our stakeholders, i.e. clients, management and those who make decisions about us; and that we must continue communicating with each other, fostering our professional association, helping clients, teaching clients, marketing our products and services to clients, etc. as we have always done but we need to take this type of communications one step further for our survival.
- Therefore it was acknowledged that CALL/ACBD needs:
 - to market continually the value of membership to current and potential members;
 - to communicate continually the value of law librarians and law libraries to our stakeholders;
 - teach our members how to communicate their own value to their own stakeholders within their
 - home organizations on an on-going basis;

Terms of Reference defined by: Jennifer Adams, Connie Crosby, Michel Gamache, Yasmin Khan, Christine Press, Jean Weerasinghe, Andrea Zielinski

Composition/Structure: 2 Co-chairs (currently) & 4 members from different types of law library and different parts of the country.

Length of terms for Chair: Two years

Election of Chair: At AGM from among committee members

Meetings: Monthly by teleconference and once-a-year at AGM in person as an Open Meeting



CANADIAN ASSOCIATION
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*Developing and Supporting Legal Information Specialists
Perfectionnement et soutien des spécialistes de l'information juridique*

Method and Time of Reporting: Minutes taken at each meeting. Semi-annual Report to Executive Committee and Final Annual Report to CALL membership at AGM

Budget/Funds: On request by submission & with approval of Executive Committee as needed

Ongoing work/Concerns: Through activities related to communications on behalf of CALL/ACBD and its members, the committee will:

- Provide advice, coordination, and assistance to the Executive Board in communicating the value of legal information specialists to shareholders and clients through proactive communications;
- Provide advice, coordination, and assistance to other CALL/ACBD committees and groups in their communications activities;
- Foster a learning environment in which legal information specialists share how best to communicate to their own stakeholders and clients.

Logistics/Guidelines:

- Create and submit to the Executive Board for approval, a communication strategy for CALL/ACBD, and an annual committee work plan;
- Liaise with equivalent or related committees of other organizations and, where appropriate, engage in coordinated communications efforts with them;
- Create & propose communications initiatives to the Executive Board and implement initiatives as assigned by the Executive Board;
- Keep the CALL/ACBD Executive Board informed of the Committee's activities through liaison with the CALL/ACBD President;
- Draft policies and communication texts for review and approval by the Executive Board before distribution;
- Monitor media for & publish articles, stories, and items of concern and interest.