Canadian Radiation Protection Association
Communications Committee Terms of Reference

November 2018

Canadian Radiation Protection Association
CRPA-ACRP Secretariat
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1. **NAME OF COMMITTEE**

1.1. Communications Committee (ComCom)

2. MEMBERSHIP

2.1. All Committee members must be members in good standing of the Canadian Radiation Protection Association (CRPA).
2.2. The membership of the Committee shall consist of a Chair, Web Champion and at least four CRPA members at large. The Chief Editor of the *Bulletin* shall sit as an ex officio member. Wherever possible, the membership should reflect the geographical and professional makeup of the CRPA.
2.3. The term for all Committee members, including the Chair, shall be a three year renewable term.
2.4. Membership replacement should be on a rotating basis with one member normally being replaced each year to ensure continuity.
2.5. The Chair shall be appointed by the President of the CRPA. Committee members are appointed by the Chair.

3. ROLE OF THE COMMITTEE

3.1. Promote the CRPA as a credible voice on radiation protection issues.
3.2. Provide information on radiation protection issues to the public.
3.3. Promote and increase the CRPA profile in venues that may increase membership in the Association.
3.4. Distribute relevant information to all members of the association. This may include updates from the Board of Directors, information from external agencies or organizations, notice of conferences or training opportunities, etc.
3.5. Ensure broad oversight of the Bulletin Editorial Board (BEB) activities and advise the Board of Directors of potential issues with the *Bulletin*. See Appendix B for the BEB Terms of Reference.

4. RESPONSIBILITIES OF THE COMMITTEE

4.1. Develop, implement and maintain an overall communication plan
4.2. Respond to inquiries from members of the public regarding the association or radiation protection issues.
4.3. Maintain informational resources, either from CRPA or other credible organizations, on radiation protection issues for members of the public (e.g. FAQ, useful web links)
4.4. Identify and, where possible, participate in outreach opportunities in order to increase the profile of the CRPA

4.5. Promote the CRPA “brand” by maintaining a suite of CRPA business correspondence and promotional material (e.g. bookmarks) and ensuring that they are being used effectively
4.6. Identify opportunities to provide CRPA input on issues in the media and bring these opportunities to the attention of the Board
4.7. Communicate association activities and initiatives to all members of the CRPA (Note that communications regarding standard CRPA operations, such as membership renewals, notice of the AGM or official Board communications are handled by the Secretariat)
4.8. Maintain and contribute to CRPA social media sites (Facebook, LinkedIn, Twitter)
4.9. Carry out other communication tasks as assigned by the Board of Directors or, if appropriate, as requested by other committees (e.g. assisting the conference Local Organizing Committee, promoting new Position Papers)

5. RESPONSIBILITIES OF COMMITTEE MEMBERS

5.1. Chair

5.1.1. Schedule, prepare and chair all meetings
5.1.2. Record and distribute meeting minutes to the committee members
5.1.3. Coordinate requests from and flow of information to and from the Board with the Board of Directors liaison

5.2. Web Champion

5.2.1. Serve as the point-of-contact between the Communications Committee and the website provider
5.2.2. Ensure that the website remains current and that outdated material is removed as necessary
5.2.3. Evaluate methods for web site improvement
5.2.4. Ensure the website maintains a visual appeal and ease of navigation
5.2.5. Track and prioritize requests for website changes

Website update procedures are included in Appendix C.

6. MEETINGS

6.1. The business of the Committee is generally conducted by teleconference, e-mail or other agreed means.
6.2. Due to the geographical separation of the members, formal face-to-face meetings of the Committee are not mandatory, although members of the Committee attending the annual conference are encouraged to plan and conduct a face-to-face meeting.

6.3. Meetings will be held a minimum of four times per year. This may include the face-to-face meeting at the annual conference so long as arrangements are made to include committee members that were not able to attend the conference (e.g. teleconference)
6.4. If the Chair is not present during a meeting, another Committee member will be appointed as acting chair.
6.5. The Board Director of Communications (Board liaison) shall be invited to attend each meeting.

7. ANNUAL REPORT

7.1. The ComCom will submit its Annual Committee Report by the date determined by the Board of Directors. [1]
7.2. The report will at a minimum include a summary of the previous year's activities and a business plan and budget for the upcoming year.
7.3. The report will be circulated to all members of the committee for review prior to submission to the Board.

[1] Typically the committee reports are due in January, in order to allow time for translation and posting before the AGM.

Appendix A: Communications Committee Standing Tasks

In order to fulfill the roles and responsibilities described in these Terms of Reference, the Communications Committee maintains several standing tasks and groups/positions.

Translation Committee Liaison

Although not strictly a member of ComCom, one member of the CRPA Translation Committee will be assigned to a liaison position between these two committees. This liaison is able to provide short translations for ComCom activities (usually for the website) without having to make an official request. He or she should also periodically review the website to ensure that content is translated correctly. Note that the Committee is **NOT** responsible for acquiring translations of material to be published that was created outside of the ComCom.[2]

Bulletin Editorial Board (BEB)

The ComCom is responsible for general oversight of the BEB, although it otherwise functions as an independent entity under the direction of Chief Editor. The terms of reference for the BEB form a part of the general terms of reference for the ComCom and are included as Appendix B. Bulletin updates shall be a standing item on any meeting agenda.

Public Enquiries

As the main point of contact for the association, all public enquiries are directed to the Secretariat. The Secretariat will in turn forward to the committee any questions from the public regarding the association or radiation protection issues to the Chair. The response from the committee will then be sent back to the Secretariat.

[2] Often in the course of translation, changes or edits are recommended for the original document. Experience has shown that these suggestions are best handled by the author of the document itself rather than the ComCom.

Appendix B: Bulletin Editorial Board (BEB) Terms of Reference

1. The Bulletin Editorial Board (BEB) will consist of the following members:

1.1. Chief Editor

The Chief Editor should be an individual with knowledge of a broad spectrum of radiation safety issues. Their responsibilities include:

- Author a half-page editorial column for every other issue (alternate with the Deputy Editor)
- Suggest a theme for upcoming editions
- Solicit content from CRPA members and other sources
- Approve articles for publication
- Maintain general oversight and management of the editorial process
- Keep and increases the value of the Bulletin as a key CRPA communication and promotional tool by keeping the Bulletin fresh, vibrant and factual
- Sit as an ex-officio member of the Communications Committee

The term for the Chief Editor shall be five years, which may be renewed by the CRPA Board after consulting other BEB members for approval.

1.2. Deputy Editor

The responsibilities of the Deputy Editor include:

- Author a half-page editorial column for every other issue (alternate with the Chief Editor)
- Replace the Chief Editor for specific functions when required
- Solicit content from CRPA members and other sources
- Approve articles for publication
- Keep and increases the value of the Bulletin as a key CRPA communication and promotional tool by keeping the Bulletin fresh, vibrant and factual
- Will be the first candidate to succeed to the Chief Editor

The term for the Deputy Editor shall be five years, which may be renewed by the CRPA Board after consulting other BEB members for approval.

1.3. Publication Editor

The CRPA engages a Publication Editor who is responsible for editing *Bulletin* articles, preparing the layout of the publication and distribution to the membership and others

on the distribution list. The contract between the CRPA and the Production Editor will follow standard CRPA procedures.

1.4. Scientific Advisors

Scientific Advisors are individuals that possess in-depth knowledge and professional contacts in specific fields of health physics. They may be appointed by the Chief Editor and Deputy Editor as needed, based on their interest and willingness to contribute to the Bulletin. Their function is primarily to perform technical editing of articles within their area of expertise.

The Chief/Deputy Editors and the Production Editor should plan regular teleconferences.

2. Publication Procedures

Official issues of the *Bulletin* are published online every other month and made freely available to both CRPA members and the public. Every effort should be made to adhere to a regular frequency of publication (e.g. the third Tuesday of every other month). However, articles may be posted on the *Bulletin* website at any time. The intention of this is to encourage readers to check the website frequently for updates. An email will be sent to everyone on the distribution list every second month identifying and summarizing the content that has been posted in the last two months; the articles listed in this email will form the contents of that specific *Bulletin* "issue." This email will be drafted and sent out by the Publication Editor.

Commented [ND1]: What do you think of this idea?

Notification that a new issue has been published will also be posted on the CRPA public Facebook page. Once an article has been published, notification will be sent to the contributor by the Publication Editor.

Articles published as official CRPA contributions, including the Editors message, Presidents message or any articles submitted by the Board, shall be translated by the Translation Committee and published in both English and French. The Publication Editor will edit the article in the original language before it is sent for translation.

Final review of each issue is the responsibility of the Chief Editor in consultation with the Deputy Editor once the layout is complete by the publisher.

2.1. Canada's Anti-Spam Law (CASL)

According to Canada's Anti-Spam Law (CASL), organizations need express consent from recipients to send commercial electronic messages (CEMs) within Canada. CPRA members

have already provided consent to receive emails from the Association. Other individuals such as conference delegates, lapsed members, etc. are said to have "an existing relationship" with CRPA which makes emailing them CASL-compliant. Email messages should have a standard footer that includes the following:

- The name of the Association
- A mailing address, phone number, email address, and website address where recipients can reach someone to get information
- An unsubscribe mechanism that lets recipients electronically opt-out of future communications

3. Submission Instructions

Articles for the *Bulletin* are to be emailed directly to the Secretariat, who will forward them to the Chief/Deputy Editors and the Production Editor. Submissions should be sent in Word document format. Photos should be sent as separate files so they can be included separately in the layout process.

The length of a submission should be around 500 words maximum. If longer articles are submitted, they may be broken up into several parts and published over more than one issue.

Commented [ND2]: Is 500 good? Too long/short?

Each submission should also include the following information:

- A short abstract (suggest length?). summarizing the article Although the articles are published in the language in which they are received, abstracts are translated and published in both English and French
- A short biography (~50 words) and a photo of the person submitting the article.

Deadlines:
What are the public deadlines for submitting an article for a particular issue?

The Bulletin publishes a wide range of articles or other information of interest to the radiation protection community. Some examples of the types of articles that are published are:

Commented [ND3]: Are there any other items we can add here?

- Summaries of conferences, meetings or workshops
- National updates (e.g. information from Health Canada, CNSC, etc.)
- International updates (e.g. ICRP or IRPA updates, or news from other national associations)
- Regulatory information
- Technical papers of interest to the community (note that the *Bulletin* is not a peer-reviewed journal)
- Notice of upcoming meetings/conferences or webinars

- Notices of public consultation of documents
- Book reviews
- Historical information or trivia

A list of standing items, regular contributors and article status etc. can be seen here (link to spreadsheet)

Commented [ND4]: I see this as linking to the production spreadsheet Michelle shared with us. Perhaps with an extra page listing some of the regular contributors, so we don't lose track of them, like Scott, Adelene (she's always driving articles our way), those sorts of people. What do you think?

4. Advertising

CRPA Corporate Members are to be given a discount for advertising in the Bulletin. Advertising rates will be set by the Production Editor. Invoices for advertising are sent by the Production Editor on behalf of the CRPA with instructions to remit payment directly to the Association. The current advertising rate card can be found here (link to rate card).

5. Bulitzer Award

2.1 Members of the Bulletin Editorial Board (BEB) or authors/contributors of bulletin articles are eligible for this award.

5.1. Candidates for the award are nominated by the BEB, the Board of Directors or the Communications Committee. This process is to be kept separate from the general nomination form used for the other awards.

Appendix C: CRPA Website Update Procedures

Purpose

This document describes the general roles and responsibilities of those involved in updating the CRPA website; specifically the Secretariat and the Web Champion. It is not meant to be a prescriptive document but rather should serve as general guidance. These procedures apply primarily to the main CRPA website (Wordpress) and the members-only site (Wild Apricot); responsibility for the other sites is discussed further down.

Responsibilities of the Web Champion

In general, the Web Champion shall be responsible for areas of the website relating to content. For example:

- Uploading photos or files, including the latest issue of the *Bulletin*
- Making edits or updates to website text or formatting
- Requesting new pages or adding new functionality

The minutes from the Board of Directors meetings are one of the standing items that must be updated regularly by the Web Champion. The CRPA Secretary shall ensure that the Web Champion receives a copy of the approved minutes in both languages for posting.

The Web Champion shall review the status of any significant website changes during ComCom meetings. Website updates shall be a standing item on any meeting agenda.

Responsibilities of the Secretariat

In general, the Secretariat shall be responsible for areas of the website that relate to CRPA business. For example:

- Any changes or updates that are required for any of the online forms, fees, deadlines, etc. (for example, RSP registration information, membership fees)
- Ensuring the Corporate Member list is kept up to date

As these types of issues are related to CRPA business and may have a direct impact on our member services and finances, they should be addressed immediately. In the event that there are several competing website changes required at the same time, the Secretariat will have final say on the priority of these changes.

Communicating change requests to the Webmaster

As the Web Champion and Secretariat both have editor/admin privileges for the main CRPA site, they can login and make any necessary changes themselves anytime at their discretion. However, it is important to note that this is NOT a requirement. Any website update requests

can be sent to the Webmaster. Past experience has shown that editor/admin access is best used to update simple sections of text, correct typos or make formatting changes.

Any non-urgent requests for changes or updates to the website shall be compiled and sent to the Webmaster at a frequency of no less than two weeks. This restriction does not apply to issues that should be addressed immediately, such as broken links or issues with the online forms.

In all cases, the Web Champion and Secretariat shall copy each other on all communications with the Webmaster. This will ensure that all change requests are tracked and will also provide a backup system.

Conference Website

Editor access to the conference site will be granted to the Web Champion and the Secretariat as well as one member of the LOC for a given year. As the conference website is based on the same Content Management System as the main site, the Web Champion will instruct the LOC member on how to make simple web edits. The designated LOC member will then assume responsibility for ensuring the content on the conference website is up to date and for liaising with the Webmaster. The Web Champion and Secretariat will be available as backup, if necessary. As is the case for the main website, a request to the webmaster should be sent for any complex changes. Note that the CRPA may incur additional charges if the webmaster is required to repair any damage to the site.

Business Directory

All CRPA Corporate Members are to be listed in the CRPA Business Directory. The Corporate Members themselves have access to their profile so that they can update their information as required and ensure they are listed in the proper category. While the Web Champion is responsible for making any necessary changes to the layout, text, etc. it is the responsibility of the Secretariat to ensure that Corporate Members are aware of and receive access to the Directory.

Financial Issues

Any request for website changes which may incur extra fees must have the approval of the Board before proceeding. This request will be made through the Board Director of Communications.

Appendix D: CRPA Email Newsletter Procedures

Purpose

The goals of the email newsletter are as follows:

- Provide timely communication and updates for the membership
- Increase member engagement with the organization
- Increase traffic on our web site

Roles and Responsibilities

Responsibility for the email newsletter rests with the Communication Committee. Within the committee, one or two individuals will be designated as editors or co-editors. They will be responsible for the newsletter as a whole with support from the rest of the committee.

Specifically, the responsibilities of the editor(s) include the following:

- Writing/editing or inserting the articles to be included in the newsletter
- Acquiring and inserting photos to accompany each article, where applicable
- Obtaining translation from a member of the Translation Committee
- Liaising with the Secretariat to ensure the email distribution list is up to date

With the exception of any standing items in the newsletter, the editor is not expected to come up with all the content on his or her own. Suggestions for content can be taken from any source, such as the Board, the conference LOC or by the ComCom. These ideas should be sent either to the ComCom Chair or the editor and will be tracked using a Google Spreadsheet. The editor will have broad discretion over what items to include in a given issue of the newsletter, however the ComCom Chair will have the final say on what should take priority.

Design principles and content

Each section of the newsletter should be relatively short - just enough to grab the readers attention and provide the key details. If more information is available in a document or on a website, links should be included. The target number of items in each newsletter should be roughly 4-6. Some examples of content to include in the newsletter are:

- Conference-related information (abstract submission deadlines, registration & hotel booking, promotional items, etc.)
- Updates on Board or Committee activities (e.g. our strategic plan)
- Notice when a new Bulletin is published
- Information on new standards or revisions to existing ones that may be of interest to our membership
- Updates on international activities and events

There will also be some standing items that can always be included in the newsletter when updates are available, such as:

- New job postings published on our website since the last publication
- Publication of recent Board of Directors meeting minutes

Publishing Schedule

A publishing schedule for the year will be set by the newsletter editor and the ComCom chair. The goal should be to publish an email newsletter approximately every 6 weeks, excluding Christmas and July/August.