



Marketing Communications Mandate

The Marketing/Communications Committee is a Standing Committee created by the Chinook Arch Library Board to:

1. Raise the awareness of the community, member libraries and the board as to the mission, services and programs of the Chinook Arch Regional Library System;
2. Advise the board and members on matters relating to government relations, including legislation and issues of interest to libraries;
3. Develop policies in the areas of community and public relations, corporate image, cooperation with outside agencies, communications, lobbying, fund raising and System completion;
4. Provide input into development of initiatives to help raise the awareness of library services throughout the region.

Responsibilities

1. Support the promotion of Chinook Arch Regional Library System's unique mission, programs and services.
2. Cooperate with other groups in the community on projects of joint interest.
3. Monitor government legislation, and advise the board and government officials on the impact of current and proposed policies.
4. Ensure participating councils and library boards are informed about programs and services.
5. Issue communiqués, and briefs as outlined in the Committee's plan of action as required.
6. Develop and monitor a Marketing/Communication Plan for Board approval.

Meetings

The Committee shall meet 3 times per year or as needed.

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| Last Reviewed: | 6 April 2017 |
| Last Revised: | 6 April 2017 |