



PROFESSIONAL MANAGERIAL ASSOCIATION

WESTERN UNIVERSITY

COMMUNICATIONS COMMITTEE

TERMS OF REFERENCE

Approved by Board of Directors: February 2026

Reviewed by Communications Committee: February 2026

Next Review: September 2026

PURPOSE

The Communications Committee exists as an ad hoc committee (created late fall 2024) responsible for conducting a comprehensive audit of the strategies and tactics used to communicate with PMA members and PMA-eligible staff. A significant part of this process is a review of the PMA website, mass email system, and event booking system. The committee will then propose a digital solution to possibly streamline all services to enhance the experiences of PMA members and PMA-eligible members alike.

GOVERNANCE

The Communications Committee reports to the Professional Managerial Association (PMA) Board of Directors.

MEETINGS

The Communications Committee will meet on an as-needed basis throughout the academic year from September to June and at least every six months.. The agenda will be circulated to members 1 week in advance of scheduled meetings and minutes (or follow-up notes) will be circulated one week following the meeting.

The number and schedule of meetings shall be determined by Committee Chair(s) except where other meeting schedules or requirements are laid down in the By-laws or in the resolution creating the committee.

All members are required to attend meetings unless otherwise stated. If a member is unable to attend a particular meeting, they are asked to notify the chair at least 48 hours in advance.

MEMBERSHIP

- Chair
- Vice Chair
- Members at large (must be dues paying PMA members)



TERMS OF APPOINTMENT

1. Chair – 2 years sequentially
2. Vice Chair – 2 years sequentially

Extensions beyond the 2-year term may be considered and approved by the Board of Directors where appropriate to support continuity and the effective functioning of the committee.

The Committee Chair typically appoints a member to serve as Vice-Chair, with the expectation that the Vice-Chair will subsequently assume the role of Chair. A member of a Standing Committee may be designated as the Vice-Chair of the Committee by the Chair of said Committee, subject to approval by the Board of Directors.

RESPONSIBILITIES

- Conduct a comprehensive audit of the strategies and tactics used to communicate with PMA members and PMA-eligible staff.
- Review the PMA website, mass email system, and event booking system as core inputs to the audit.
- Report to the PMA Board of Directors on the committee's work, including the audit findings and the digital-solution proposal for consideration.
- Meet in accordance with this Terms of Reference document, including 10 meetings per academic year (September–June).
- Ensure attendance practices are followed, including members notifying the Chair at least 48 hours in advance if unable to attend.
- The Chair (or Co-Chairs) sets the number and schedule of committee meetings except where other schedules or requirements are laid down in the By-laws or in the resolution creating the committee.