

Dalhousie Libraries Communications Team

Terms of Reference

June, 2012

1. ESTABLISHMENT OF THE COMMITTEE

- 1.1 There is hereby established and constituted a committee to be known as the Dalhousie Libraries Communications Team, to exercise the duties and powers and to perform the functions hereafter described:
- 1.2 The Committee shall be composed of the following membership:
 - 1.2.1. Dalhousie Libraries Communications Coordinator (Chair)
 - 1.2.2. University Librarian (ex officio, Donna Bourne-Tyson)
 - 1.2.3. User Experience and Assessment Librarian (ex officio, Linda Bedwell)
 - 1.2.4. A minimum of one (1) staff representative from each of the Dalhousie Libraries (Kellogg, Killam, Law, Sexton and MacRae Library)
 - 1.2.5. A minimum of one (1) staff representative from DUASCGIS
- 1.3 Members will serve for two (2) year renewable terms.
- 1.4 Members may be appointed by the University Librarian on the basis of their specific expertise or portfolio.
- 1.5 Representatives from individual libraries and service units will be determined by their library or service unit and forwarded to the Chair.
- 1.6 When a member is unable to fulfill their term, they shall notify the Chair of their resignation. The Chair will invite the affected library to recommend another candidate.
- 1.7 The Committee will review their Terms of Reference every two (2) years, and will submit any revisions or additions to Library Council.
- 1.8 The Committee will provide an Annual Report to Library Council.

2. DUTIES AND RESPONSIBILITIES

- 2.1 The Dalhousie Libraries Communications Team was established in 2009, and is responsible for all Libraries communications and marketing initiatives, both within and outside of the Dalhousie community. Strategy and tactics of the Team's activities are outlined in the Libraries' Communications Plan.
- 2.2 Primary objectives:
 - "Explore new ways of communicating library services to the community" (*Strategic Direction 3.2, Libraries Strategic Plan 2010-2013*)
 - Plan and implement annual and ongoing marketing campaigns for the Dalhousie Libraries

- Coordinate messaging and ensure consistency in branding based on the university's standards
- Raise awareness of the Libraries resources, services and special events on campus and beyond
- Engage interactively with library users and the broader community via social media
- Highlight and promote the skills of Libraries staff which support teaching and learning at Dalhousie
- Facilitate and provide opportunities for internal communications for all staff within the Dalhousie Libraries system

3. MEETINGS

- 3.1 The Committee will meet on two (2) occasions per academic year or as required. The Committee will determine dates and times of the committee meetings.
- 3.2 The chairperson may call a special meeting at any time or by request of a majority of the Committee.
- 3.3 The Chair shall appoint a secretary to keep minutes of the meetings of the Committee.

4. DOCUMENTATION

- 4.1 The Committee will retain meeting agendas, minutes, and other documentation and make these available to Library Council.
- 4.2 The Committee Chair will be responsible retaining records in compliance with any university records retention requirements.