

Date Approved by MVMA Council: April 3, 2024

Purpose

The committee aims to offer strategic guidance and support to the Communications and Event Coordinator in the planning, execution, and assessment of the association's communication and event initiatives. It aims to enhance member engagement and community outreach through effective and inclusive communication strategies and events, ensuring alignment with the MVMA's mission and vision.

Committee Structure

- **Membership:** Comprised of MVMA members with expertise or interest in communications, event planning, and community engagement. The Communications and Event Coordinator will act as the committee's primary liaison and facilitator.
- **Meetings:** At least four times a year, with the possibility of additional meetings as required. Meetings will adopt a virtual format to encourage maximum participation from all members.

Guiding Principles

- **Collaboration:** Foster a collaborative environment where innovative ideas for communications and events can be freely exchanged.
- **Engagement:** Prioritize initiatives that drive engagement among MVMA members and the broader community, ensuring inclusivity and accessibility.
- **Evaluation:** Regularly assess the impact of communication and event strategies to continuously improve and adapt to the needs of the MVMA community.

Authority

The Engagement Committee serves in an advisory capacity, providing recommendations to the Communications and Event Coordinator on communications and event-related matters. The MVMA Council retains final decision-making authority, considering the committee's input to improve association initiatives. The committee cannot enter into agreements or contracts.

Reporting

- The Communications and Event Coordinator will compile meeting minutes detailing discussions, recommendations, and actions to be taken.
- These minutes will be submitted to the MVMA Council for review and action as necessary.

Deliverables

- **Feedback and Recommendations:** Provide actionable advice on proposed communication materials and event plans to ensure they meet the association's standards for quality and engagement.
- **Innovative Strategies:** Suggest new and effective ways to engage with members and the community through communications and events.
- **Marketing and Promotion:** Boost and promote MVMA events within the veterinary community.
- **Evaluation Reports:** Assist in analyzing the effectiveness of communication and event efforts, offering insights for improvement.

Review and Amendment

The Terms of Reference will be subject to an annual review by the MVMA Council to ensure the committee's continued alignment with the association's evolving needs.