



Ad Hoc Advocacy Strategy Committee Terms of Reference

Role and Purpose

The purpose of the Advocacy Strategy Committee is to develop and implement effective advocacy strategies to support the organization's goals and objectives. The committee will provide guidance, oversight, and expertise in the development and execution of advocacy campaigns, ensuring alignment with the organization's mission and values.

Responsibilities

The Advocacy Strategy Committee shall have the following responsibilities:

- Develop an annual advocacy strategy that outlines key priorities, target audiences, messages, and tactics to advance the District's strategic goals.
- Identify and prioritize issues and opportunities for advocacy, considering their alignment with the strategic goals.
- Monitor and evaluate the progress and impact of advocacy efforts, including assessing the effectiveness of strategies, identifying areas for improvement, and recommending necessary adjustments.
- Coordinate with relevant partners to leverage their expertise, resources, and networks in support of advocacy initiatives.
- Stay informed about legislative, regulatory, and political developments that may impact the District's advocacy efforts.
- Advise and support the chair on specific advocacy issues and key messaging as needed and in a timely way.
- Provide regular updates and reports to the Board on advocacy activities, outcomes, and challenges.

Membership

The Committee shall be comprised of the Chair and up to four trustees, appointed by the Board annually at its organizational meeting.

The Chair shall be an ex-officio member and shall have full privileges of committee membership and are included in the total number of trustees appointed.

The Committee will be supported, as required, by the following internal Board resources:

- Director or delegate (ex-officio)
- Executive Officer, Corporate Services

- General Manager of Board Services
- Other staff and or guests as required

Meeting Frequency

The Advocacy Strategy Committee shall aim to meet on a regular basis, at least every second month. Additional meetings may be scheduled as needed. The chairperson working with the Executive Officer and the General Manager of Board Services shall be responsible for setting the meeting agenda, circulating relevant materials, and documenting and sharing the meeting minutes.

When determining meeting times, the varied needs and availability of members should be considered to promote equitable engagement opportunities (e.g. scheduling meetings outside of regular work hours).

Reporting Structure

The Chair of the Committee will establish the agenda in consultation with the Executive Officer and Board Services.

The agenda and meeting materials will be distributed to all members of the Board on the Friday prior to the meeting. The Committee shall submit a report with recommendations to the Board at the next scheduled meeting after a meeting of the Committee.

Decision Making

Decisions within the Advocacy Strategy Committee shall be made through a consensus-based approach. In case consensus cannot be reached, the chairperson shall facilitate a vote, and a simple majority will determine the outcome.