



**IFLA WORLD COUNCIL MEETING REPORT, Buenos Aires, Argentina. June the 2-3rd
2014**

AGENDA ITEM No: E5
TITLE OF THE REPORT:

**TERMS OF REFERENCE OF IFLA STANDING COMMITTEES ON
COMMUNICATIONS AND EXTERNAL RELATIONS**

1. NAME OF THE COMMITTEE

- 1.1. IFLA Committee on Communications and External Relations – IFLA CER

2. SUMMARY OF PURPOSE

- 2.1. The purpose of the committee is to plan, co-ordinate and develop IFLA's overall communication strategy, including brand identity and image, internal (member) communications, external communications across the world, relationship-development with key global stakeholder bodies/groups, and general marketing and income generation (e.g. sponsorship) activities needed to promote the organisation (as a whole) and hence the profession of Landscape Architecture globally.

3. MAIN FUNCTIONS / AREAS OF RESPONSIBILITY

- 3.1. Develop and recommend to IFLA World council, a 4-year overall communications, marketing and external relations strategy for IFLA, and then co-ordinate and monitor its implementation across IFLA;
- 3.2. Organise the committee to guarantee resources are assigned to meet all assigned tasks, and simultaneously monitor on-going committee actions to ensure they are being completed with respect to schedule and budget;
- 3.3. Support the efforts of other IFLA committees and task forces by such actions as:
- 3.3.1. Develop, implement and execute an effective protocol for dealing with media enquiries;
 - 3.3.2. Develop, implement and execute an effective protocol in relation to the approval and publication of website content and management, messages to the membership, media and public generally;
 - 3.3.3. Develop, implement and execute an effective protocol for dissemination of new potential membership of all Categories;
 - 3.3.4. develop adequate sponsorship materials and PR opportunities together with the IFLA Committee on Finance and Business Planning;
- 3.4. Identify IFLA's communications needs and priorities through appropriate consultation periodically amongst stakeholder groups (including members) to ensure IFLA stays in touch with their views/needs/issues felt, and bring forward initiatives to the World Council and IFLA EXCO for approval, as appropriate;
- 3.5. Provide oversight on the implementation and development of the internal and external IFLA communication programmes, which may include but not be limited to the development and maintenance of IFLA's website and other central communications/info services/tool (e.g. newsletter, social media, etc.);

- 3.6. Assess and evaluate the delivery of communications/marketing/relations activities periodically against the needs and/or expectations of IFLA membership and its regions, including the correct use of IFLA branding guidelines;
- 3.7. Promote recognition and awareness of IFLA as an organisation defending the interests of its members and the profession of landscape architecture as well as assisting IFLA officers, Executive Director and Secretariat in planning and handling publicity/PR opportunities;
- 3.8. Identify the annual budgetary requirements, following current guidelines, related to the delivery of communications and manage the budget approved by the World Council and EXCO;
- 3.9. Develop, improve, and maintain contact with other partner organisations, professional bodies, and stakeholders.
- 3.10. Provide quarterly reports and updates to IFLA EXCO and Executive Director as well as write and prepare annual report, budget and work plan for approval by the World Council;
- 3.11. Keep under review the management needs of the organisation, assisting Executive Director in preparing job descriptions, both executive and non-executive, with a view to ensuring the continued ability of the organisation to compete effectively in the marketplace.
- 3.12. Assisting to IFLA EXCO to carry out annual assessment and review of the performance of the IFLA staff and standing committees through an evaluation process and reporting the results to the World Council.
- 3.13. Providing assistance to EXCO in dealing with membership applications (Category C, D). The qualifications for membership categories C and D shall be scrutinized by this committee and the respective IFLA Region and presented for the ratification by the World Council. The committee chair shall report its recommendations to the World Council.
- 3.14. The committee shall be responsible for maintaining and developing the IFLA archives (digital and physical) and contractual records (including any legal agreements and MoU's).
- 3.15. The committee shall be responsible for the organisation and conducting of the elections of the officers and electronic voting in IFLA.
- 3.16. The chair of the committee shall be responsible for:
 - 3.16.1. Carrying out the duties of Secretary for all meetings of the World Council and the Executive Committee, and being responsible for the Minutes of all meetings.
 - 3.16.2. Audio recording the Minutes of all such meetings in English and keeping them in a secure database in both the IFLA Secretariat and the IFLA Archives.
 - 3.16.3. Seeing that all Minutes are signed by the President and Vice President of IFLA.
 - 3.16.4. Observing and upholding IFLA Constitution and its By-laws, preparing the amendments for the EXCO and World Council approval.

These responsibilities could also be delegated to IFLA staff by the decision of IFLA EXCO.

4. MEMBERSHIP

- 4.1. The IFLA Committee on Communications and External Relations will consist of up to a maximum of 12 (voting) members, each serving for a term of two years, with the possibility of one other two-year term immediately following or at a later time:
 - 4.1.1. A Chair, to be elected by IFLA World Council according to the procedure stated in IFLA By-Laws;
 - 4.1.2. Regional members (one per region) nominated by their home region with similar roles on communications and external relations, appointed by the EXCO, after agreement of the Chair;
 - 4.1.3. Up to seven (7) suitable and willing individuals at large selected and agreed by the committee, but subject to approval by the IFLA EXCO;
 - 4.1.4. A representative from each task-force that reports to the committee. This member shall be required to attend only the meeting in which his/her particular task-force will form part of the agenda and shall be invited by the chair;
 - 4.1.5. IFLA staff, non-voting ex-officio;
- 4.2. The Committee may invite IFLA delegates or others to attend all or part of a meeting or a series of meetings to assist with particular issues as needed.
- 4.3. The nomination procedure and election of the membership shall follow IFLA by-laws for the standing committees.

5. COMMITTEE GOVERNANCE

5.1. Chair

- 5.1.1. The Chair shall be responsible for chairing the meetings, reporting activities of the Committee to the EXCO and Executive Director, ensuring that the meetings move forward in an efficient manner and that updates on communication-related matters are provided to the World Council as appropriate.

5.2. Quorum

- 5.2.1. Quorum at formal meetings must consist of at least a third of the whole number, including the Chair (or nominated deputy).

5.3. Decision Making

- 5.3.1. It is expected that all major decisions are approved by majority agreement, that is, most of the members are in favour. In case of equality in a vote, the Committee Chair will be accorded the deciding vote.

5.4. Meetings

- 5.4.1. Virtual meetings shall be held as the Chair of the Committee deems necessary, but no less than quarterly – consistent with IFLA's annual business plan and budget;
- 5.4.2. Members of the Committee on Communications and External Relations may meet in person at least once a year ahead of the annual World Council Meeting;
- 5.4.3. An open meeting of the Committee on Communications and External Relations shall be held during the World Congress;
- 5.4.4. Meetings should be held as video or teleconferences whenever possible.

5.5. Record-Keeping of Decisions

- 5.5.1. The Chair shall ensure that a record of all decisions and recommendations of the Committee on Communications and External Relations is maintained and that records of the meetings be forwarded to the Executive Director;
- 5.5.2. The Committee shall decide to nominate a Minute Secretary, who may be assisted in minute-taking by the IFLA Secretariat or Executive Director;
- 5.5.3. Papers and notices of meetings will be circulated at least seven days in advance of the meeting. This may be done through IFLA Secretariat or Executive Director;
- 5.5.4. Minutes of meetings shall be delivered to all IFLA members no later than fourteen days after such meetings. This may be done through the IFLA Secretariat or Executive Director.

6. KEY RELATIONSHIPS

- 6.1. The Committee shall receive reports on matters of relevance from other IFLA committees, to better understand their field of action in order to produce general marketing and income generation activities.
- 6.2. The Committee shall liaise with regional committees or other interest group, where they exist, on communication and external relations to better foster collaboration and development of global, regional and association activities.
- 6.3. The Committee may establish occasional sub-groups or task-related groups to address particular priority issues.
- 6.4. The Chair may invite resource persons or key IFLA members to participate as appropriate.
- 6.5. The Chair shall report activities of the committee to IFLA EXCO and Executive Director on a quarterly schedule coordinated with the EXCO's meeting schedule.

7. AUTHORITY AND ACCOUNTABILITY

- 7.1. The Committee is directly accountable to the EXCO for its performance in exercising the functions set out in these terms of reference, and by extension the different Task Forces set up under the umbrella of the Committee on Communications and External Relations.

8. BUDGET AND RESOURCES

- 8.1. The Chair, with the committee's support, shall develop and submit to the IFLA EXCO and Executive Director a recommended operational budget to be included by the IFLA Treasurer in the IFLA budget. The date that the operational budget will be required will be given in advance each year.
- 8.2. The operational budget of the committee shall be approved by the World Council as part of the IFLA Annual Budget, prepared by the IFLA Treasurer.
- 8.3. The Committee is expected to actively develop and pursue income development opportunities, such as fundraising and sponsorship, with the approval of the EXCO.

9. PLANNING, COMMUNICATION AND REPORTING

- 9.1. The Committee shall:
 - 9.1.1. Report formally and timely on a quarterly basis to the EXCO, World Council and Executive Director on the Committee's activities. This includes verbal updates on activity and the submission of committee minutes and written reports throughout the year;
 - 9.1.2. Prepare an annual report to the EXCO and World Council outlining achievements and on-going activities, programs and budget requests and future objectives and strategies. The Chair, or designated representative, is also required to be present at the World Council Meeting;
 - 9.1.3. Prepare a mid-term report to the EXCO's mid-term meeting. The date that this report will be required will be given in advance each year.
 - 9.1.4. Chair shall hold monthly virtual meetings with the Executive Director, to inform in any significant matters under consideration by the Committee that must be brought to the attention of the EXCO;
 - 9.1.5. Ensure appropriate communication channels are in place to alert the EXCO, Executive Director or Chairs of relevant committees of any urgent/critical matters that may affect the operation and/or reputation of IFLA.
- 9.2. The Executive Director and IFLA Secretariat, on behalf of the EXCO and World Council, shall oversee a process of regular and rigorous self-assessment and evaluation of the Committee's performance and operation including that of any sub-Committees established.

10. TASK FORCES

- 10.1. The Committee shall oversee several Task Forces dealing with specific issues related to Communication and External Relations. Task forces are to be approved by the World Council annually and currently are as follows:
 - 10.1.1. IFLA Sir Geoffrey Jellicoe Award Nomination
 - 10.1.2. IFLA Sir Geoffrey Jellicoe Award Jury
 - 10.1.3. IFLA World Congresses and Conferences
 - 10.1.4. IFLA/UIA Working Group
 - 10.1.5. IFLA Constitution and By-Laws.
- 10.2. Other Task Forces may be approved by World Council on the suggestion of a group of members or individuals from member organisations who support the need for such a Task Force, its links to the domain of Landscape Architecture, and the ability to work tirelessly to defend, promote and communicate the central issues.

- 10.3. Each Task Force will have its own Terms of Reference, which shall be approved by the Committee on Communication and External Relations before being presented to EXCO and the World Council for approval.
- 10.4. Each Task Force shall report quarterly to the Committee on Communications and External Relations, and in addition, present a report to the World Council each year.

RECOMMENDATIONS (MOTIONS TO VOTE):

1. IFLA World Council agrees to create IFLA Committee on Communications and External Relations – (IFLA CER) and approves its terms of reference.

final draft