



ADVOCACY ROLE

TERMS OF REFERENCE

Preamble

At the 2018 SPPI AGM a full member requested that SPPI Council look at formally adding an Advocacy role within our Institute. The advocacy role has been an informal part of SPPI but has never been fully described or a consistently applied service. After some discussion, it was decided that the most appropriate placement of this role is with the Promotions & Public Relations Committee. With the assistance of an Advisory Group, the following Terms of Reference are proposed to be added to the responsibilities of the Committee and all of SPPI Council. The following terms of reference are proposed for discussion.

The 'Advocacy' role will be adopted by SPPI as a function of the (PPR) Committee as described in the Administrative Bylaw. Furthermore, the PPR Committee will be renamed to the 'Advocacy and Public Relations Committee'.

GOALS AND OBJECTIVES

The following goals and objectives of the Advocacy Role will include, but not be limited to:

- Articulate SPPI's interests by developing and communicating the views of our organization to external stakeholders, such as trade associations, government agencies or legislative bodies.
- Advance SPPI interests as they relate to proposed legislation, matters affecting communities, matters and issues affecting members, etc.
- Develop linkages with other associations or interest groups who share similar interests as SPPI.
- Maintain and Develop SPPI's Position Statements on various matters important and relevant to SPPI.
- Prepare Media Releases as required.
- Provide a point of contact to any member in good standing with SPPI or representative from another professional association to respond to Issues and Matters which require SPPI intervention or response to matters important to SPPI and related to its mandate.
- Coordinate with and contribute to the work of other Committees of Council where goals are complementary.

APPOINTMENT

If there is more than one Officer of the Committee, the Committee will designate one Officer that will lead advocacy tasks and advisory group. The SPPI President-Elect will be an ex-officio member of this committee.

The Advocacy and Public Relations Committee will strike a volunteer advisory group drawn from the roster of SPPI members. This Advisory Group will undertake the following:

- Respond to requests for comment electronically, often in a short time frame;
- Provide a range of comments that represent SPPI's diverse membership;



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- Participate in the Advisory Group forum freely and confidentially, allowing SPPI to speak with a single voice on behalf of the membership;
- Communicate with the SPPI Advocacy and Public Relations Committee to suggest advocacy issues, activities and statements that may be of interest to the membership.

TERM

Chair: The designated SPPI Advocacy and Public Relations Committee member.

Advisory Board: Up to 8 SPPI members in good standing through self-nomination in a call for volunteers. If there are more than 8 volunteers, SPPI Council may select 8 members through consensus.

REPORTING

The Advocacy Role shall report back to Council through quarterly Committee reports. When required for timely response to issues, the Advocacy Role may communicate electronically with SPPI Council for comments and e-vote to approve public releases.

GUIDING PRINCIPALS

The Advocacy Role may encounter issues that require SPPI to comment on difficult or sensitive issues. The Advocacy and Public Relations Committee will evaluate responses to sensitive issues through a series of tests to ensure that any public statements or actions are factual, non-political, reflect positively on SPPI, and contribute positively to members' interests:

1. Does the position, statement or action question the decisions of specific elected officials?
2. Does the position, statement or action adhere to the CIP Code of Conduct?
3. Could this statement have negative repercussions for SPPI, members, or their employers.

If these tests reveal that the position, statement or action poses an unacceptable risk, SPPI Council will make the final decision as to whether the suggested approach is suitable or if the response should be changed or removed from consideration.