

CORPORATE COMMUNICATIONS PROJECT TEAM (CCPT)

Terms of Reference

Objective

To assist in the development of a Corporate Communications Plan that will allow for improved internal and external communications.

Accountability

The Corporate Communications Project Team will be advisory to the City Manager through the Director of Planning and Building. The Director of Planning and Building will act as Chair of the Project Team.

Administration

Minutes of the Project Team will be the responsibility of the Chair and will be distributed to all Team members, all Department Heads and the City Manager.

Meetings of the Project Team will be held at the call of the Chair.

Activities

The general activities of the Corporate Communications Project Team with the assistance of staff when necessary will be to:

- i) identify ways in which the City currently communicates both internally and externally;
- ii) develop and report on the results of an employee survey of all permanent City staff members regarding the City’s internal and external communication initiatives;
- iii) develop and report on the results of a random public survey regarding the City’s external communication initiatives;
- iv) identify and review current barriers and recommend ways of improving the City’s various communication methods;
- v) identify a variety of appropriate communications training and educational opportunities; and

- vi) recommend a Corporate Communications Plan to the City Manager to be incorporated as an integral part of the City's Corporate communications strategy.

Membership

The Project Team will be selected from a variety of Departments that represent a broad cross-section of interests in the Corporation. Both union and non-union representatives will be included on the Project Team.