

Steps for the establishment of the FAFICS Standing Committee on Communication (SCC)

TERMS OF REFERENCE (as approved by the 54th Council)

Introduction:

- Established in response to communication concerns raised by member associations.
- Follows recommendations from the 52nd and 53rd Council Sessions.
- The Standing Committee on Communication (SCC) is overseen by the FAFICS Bureau.
- Its mission is to enhance FAFICS' communication strategy and improve engagement with member associations.
- The Bureau is responsible for nominating officers to the SCC, including the Chairperson, Vice-Chairperson, and Rapporteur, who are then appointed by the FAFICS Council.
- The Bureau also collaborates with the SCC to ensure alignment with FAFICS' overall objectives and communication strategy.
- The SCC reports to the FAFICS Council and works closely with the Bureau to develop and implement the communication strategy, manage tasks, and monitor progress.
- The Bureau plays a supervisory role, ensuring that the SCC's activities align with the broader goals of FAFICS and that the SCC operates effectively within its mandate.

Purpose and Objectives:

- Provide policy guidance, technical support, and inputs for the communication strategy.
- Collaborate with the Bureau and member associations.

Functions and Responsibilities:

- Develop and implement the communication strategy.
- Provide guidance on maintaining and developing the FAFICS website.

Supporting Member Associations:

- Assist member associations with communication support.
- Enhance the profile and activities of member associations on the FAFICS website.

Advocacy and Visibility:

- Recommend ways to enhance visibility and image through advocacy materials.
- Support other communication-related activities.

Membership and Structure:

- Consists of 5 to 8 members, including three from the Bureau.
- Member associations are invited to nominate individuals with communication and IT backgrounds.

Officers and Terms of Office:

- Officers nominated by the Bureau and appointed by the Council.
- Chairperson, Vice-Chairperson, and Rapporteur roles defined.
- Two-year terms with a maximum of two consecutive terms; staggered appointments for continuity.

Decision Process and Meetings:

- Decisions made by consensus or vote when necessary.
- Virtual meetings at least twice a year, with potential in-person meetings during Council sessions.

Annual Work Plan and Budget:

- Annual work plan detailing tasks, timelines, and costs.
- Additional funding approval process included.

Plan of Action:

- Present an annual Plan of Action for the communication strategy, including timelines, budget implications, and responsibilities.

Tentative Activities/Outputs:

- Update FAFICS website, produce an annual bulletin, and publish the President's newsletter.
- Enhance FAFICS presence on other platforms.

NEXT STEPS (as approved by the 54th Council)

The next steps for the Standing Committee on Communication (SCC) as outlined in the document include:

1. Establish the SCC:

- Obtain formal approval from the FAFICS Council for the establishment of the SCC and its terms of reference.
- Nominate and appoint members, including the Chairperson, Vice-Chairperson, and Rapporteur.
- Request the President and Bureau to confirm the current and new members of the SCC, based on submissions to Pool of Experts
- Define roles and responsibilities within the committee.

2. Develop the Annual Work Plan:

- Outline specific goals, tasks, timelines, and deliverables for the communication strategy.
- Identify key areas of focus, such as website development, digital communication channels, and advocacy efforts.
- Identify the budget and resource needs to support the SCC's activities.
- Create a detailed work plan outlining specific tasks, timelines, and budget requirements.
- Include activities such as updating the FAFICS website, producing the periodical bulletins and/or President's Letter, and enhancing FAFICS' presence on various platforms.
- Present the work plan to the FAFICS Bureau and Council for approval.

3. Collaborate with Member Associations:

- Engage with member associations to identify their communication needs and how the SCC can support them.
- Encourage member associations to nominate individuals with communication and IT expertise as SCC focal points to contribute to the SCC's work.
- Promote the inclusion of Member Associations' news and materials on the FAFICS website

4. Enhance Communication Tools:

- *The SCC will provide guidance on maintaining and further developing the FAFICS website, by*
 - Continue the process of updating and improving the FAFICS website, as this is a key component of the communication strategy.
 - Establishing a FAFICS website working group with representation of the Secretary, the FAFICS SCC as well as of the Standing Committees on Pension Matters, ASHIL and Membership, coordinated by a website content manager (to be nominated).
 - Each Standing Committee will provide guidance and updated materials for the maintenance of their respective information areas
 - Work with the selected contractor to ensure the website meets the needs of the Federation and its members.
- *Recommend ways to improve visibility and advocacy efforts through various communication channels*
 - Prepare and Distribute Communication Materials
 - Producing, updating and distributing content to keep members informed and engaged, such as the FAFICS brochure, President's newsletter, and other communication materials.
 - Ensure that these materials are available in multiple languages (English, French, Spanish) to reach a broader audience.
 - Establish regular email bulletins, social media platforms, and other digital communication channels.

5. Regular Meetings and Decision-Making:

- The SCC will hold regular virtual meetings on at least a quarterly basis to review progress, make decisions, and adjust the work plan as needed.
- Specific SCC subgroups, including members and member associations' focal points, may be established to develop and implement the workplan
- In-person meetings during Council sessions may be held for more in-depth discussions.

6. Monitor and Report Progress:

- Monitor the implementation of the communication strategy and report progress to the FAFICS Council.
- Prepare regular updates and reports summarizing the outcomes of the SCC's activities.

7. Plan for Continuity and Succession:

- Ensure staggered appointments to maintain continuity in the SCC's work.
- Plan for leadership transitions and the involvement of new members to sustain the momentum of the committee's efforts.

8. Funding and resources:

- *The budget details for the Standing Committee on Communication (SCC) as outlined in the proposal include the following key elements:*
- Website Development and Maintenance:
 - Website Revamp Costs:
 - After the initial investment of \$4,750 for the development of the FAFICS website by the contractor Quattro Medios Digitales, an additional annual budget of \$3,300 for technical support over the next two years.
- FAFICS Brochure Productionⁱ:
 - Any additional costs for updating and printing
- Additional Funding Needs:

The SCC may need to secure additional funding to cover the costs of other communication activities, such as:

 - The development and distribution of additional advocacy materials.
 - The establishment of new social media platforms.
 - Ongoing content production, translation services, and IT support.
 - If necessary, pursue additional funding to support the SCC's initiatives, ensuring all planned activities are adequately resourced

These budget items reflect the initial costs associated with the SCC's efforts to enhance FAFICS' communication strategy, particularly through website development and the production of communication materials.

The budget for these activities would be detailed in the annual work plan and would require approval from the FAFICS Bureau and Council.

PROPOSED FAFICS SCC TIMELINE 2024-2025

August to September 2024: Establishment and Planning

- FINALIZE COMMITTEE STRUCTURE:
 - Confirm appointments of SCC members, including Chairperson, Vice-Chairperson, and Rapporteur.
 - Define specific roles and responsibilities within the committee.

- **INITIAL MEETING:**
 - Hold the first virtual meeting to introduce members, discuss the committee's mandate, and set immediate priorities.
 - Begin drafting the communication strategy implementation plan.
- **ENGAGE WITH MEMBER ASSOCIATIONS:**
 - Reach out to member associations to gather input and encourage the nomination of additional members with communication and IT expertise.
- **DEVELOP ANNUAL WORK PLAN:**
 - Create a detailed work plan, including tasks, timelines, and budget requirements.
 - Present the work plan to the FAFICS Bureau for review and approval.

September to December 2024: Implementation and Development

- **FAFICS WEBSITE**
 - Establish Website Working Group WWG and designate Content Manager
 - Establish the website maintenance process with the selected contractor (Quattro Medios Digitales).
 - Coordinate with the technical consultant for ongoing support and feedback.
 - Update website content on a regular basis, with inputs from the WWG and Member Associations
- **PRODUCE AND DISTRIBUTE COMMUNICATION MATERIALS:**
 - Distribute and update the FAFICS brochure in three languages.
 - Produce and disseminate the President's newsletter
- **SET UP COMMUNICATION CHANNELS:**
 - Establish regular communication channels, such as quarterly bulletins.
 - Begin setting up and populating social media platforms such as Whatsapp

January to March 2025: Monitoring and Adjusting

- **MONITOR WEBSITE DEVELOPMENT:**
 - Review progress on the website revamp and provide feedback as needed.
 - Ensure that the website is functional and updated on a regular basis
- **EVALUATE COMMUNICATION EFFORTS:**
 - Assess the effectiveness of the newly established communication channels (e.g., bulletins, social media).
 - Adjust the strategy based on feedback from member associations and the FAFICS Bureau.

- PREPARE MID-YEAR REPORT:
 - Compile a mid-year report on the SCC's progress, including updates on the website, brochure distribution, and other communication activities.
 - Present this report to the FAFICS Bureau and Council.

April to June 2025: Expansion and Consolidation

- PROMOTE THE WEBSITE TO MEMBER ASSOCIATIONS AND ENCOURAGE THEIR ACTIVE PARTICIPATION.
- EXPAND COMMUNICATION EFFORTS:
 - Roll out additional communication initiatives, such as advocacy materials or thematic campaigns.
 - Continue to enhance the presence of FAFICS on various platforms.
- END-OF-YEAR REVIEW:
 - Conduct a comprehensive review of the SCC's activities over the year.
 - Prepare an annual report summarizing achievements, challenges, and recommendations for the next year.

ⁱ

- Design Costs:
 - \$800 for the design of the tri-lingual brochure (English, French, Spanish).
- Printing Costs:
 - \$576.80 for printing 400 copies (200 in English, 100 in French, 100 in Spanish).