

## TERMS OF REFERENCE

### BCGREA: RECRUITMENT AND RETENTION COMMITTEE

November 20, 2018

#### **Committee Name**

- BCGREA: RECRUITMENT AND RETENTION COMMITTEE

#### **Type**

- Standing committee reporting to the Provincial Directors

#### **Purpose**

- The key role of the Recruitment and Retention Committee (the 'committee') is to provide strategic direction and leadership to ensure the BCGREA (the 'Association') achieves its goal of attracting new members while retaining the current members.
- The committee will build on previous initiatives, including the *2014 Recruitment and Retention* report.
- The committee will provide support to various Branch issues including but not limited to; communicating with membership, providing guidance and support in areas such as record keeping and training for positions in the Association.
- The committee will lead the effort to recruit new members, solicit input from the membership on how to improve the organisation, identify items that provide services to the membership and provide tools to assist Branches in maintaining contact with and participation by members.
- The committee will make recommendations based on completed research and experience that addresses the challenges associated with member recruitment and participation in the Association.
- The committee will work to put forth a strategy and a series of practical recommendations that will lead to stemming the erosion of membership and recruiting new members into the Association.

#### **Scope**

- The committee will be responsible for the continuity and enhancement of BCGREA membership. This includes development, delivery and maintenance of provincial programs that serve to attract new members and enhance membership benefits.
- The committee will provide practical tools to assist Branches in communicating with and maintaining memberships.
- In the process of undertaking research and initiatives aimed at attracting and retaining members the committee will oversee the development, delivery and adjudication of contracts entered into for the purpose of recruitment and retention of members.
- The committee will undertake research and initiatives aimed at attracting new members, identifying services to current members and enhancing communication within the Association.
- The committee will report on all budget items including the preparation of an annual report.

#### **Authority**

- The committee is a standing committee of the BCGREA. As such it is mandated by and accountable to the BCGREA Directors (refer to the BCGREA Constitution and Bylaws including Policies and Procedures)
- The committee will make recommendations pertaining to all matters relating to recruitment and retention initiatives to the Directors for approval.

- The committee will implement and oversee approved budget items including any and all 'out sourced' initiatives (e.g. consultation contracts).

## **Membership**

- Committee will consist of not less than 8 or more than 10 members
- In the event of a vacancy due to resignation or inability to continue, the committee will request or recommend volunteers from Branches that maintain the geographic and member number diversity of the committee.
- Committee members must be Active members in good standing with the BCGREA.
- At least 1 Officer of the Association will sit on the committee to ensure information and initiatives are communicated to the Officers.
- The committee will determine the organizational structure of the committee and elect personnel from the committee by majority vote to fill the required positions.
- Committee members will make reasonable efforts to attend meetings and participate in conference calls.
- A committee member may resign from the committee by providing written notice to the Chair.

## **Meeting Arrangements**

- Two thirds of the members of the committee shall constitute a quorum.
- Semi-annual meetings will be held the day before the Directors meeting and the AGM to minimize additional travel expenses. The committee will meet at the call of the Chair by teleconference or video conference as required.
- The Secretary will record and circulate the minutes of the meetings.
- The Secretary will work with the Provincial Secretary to make arrangements for the meeting venue and will arrange the teleconference or video conference meetings as required.
- The Agenda will be developed by the Chair and Secretary and distributed (with supporting documentation) 2 weeks before the semi-annual meetings.

## **Reporting**

- The committee Chair reports through to the Provincial Table Officers.
- The Secretary will provide copies of the semi-annual meeting minutes to the Directors at their regular meetings. Highlights of the meetings will be published in The Pen.

## **Committee Resources and Budget**

- The committee will develop an annual budget request to present to the Directors of the Association for approval at a regular Directors meeting. The budget will be accompanied by a detailed work plan with clear objectives and measurable deliverables.
- Once approved by the Directors, the budget funds will be set aside within the Provincial budget for use by the R&R Committee.
- The Provincial Treasurer will keep a separate ledger for the R & R committee for reporting purposes within the allotted budget.
- The committee will use electronic messaging whenever possible to reduce communication expenses. Teleconferencing or video conferencing will be used for remote meetings to minimize travel expenses, expedite the exchange of information and speed decision making when appropriate.

## **Deliverables**

- The committee will develop and carry out an annual work plan and budget, subject to its approval by the Provincial Directors. Generally, work plans and budgets will be developed in January – March for the following fiscal year.
- Key deliverables will include:
  - Objective 1: promote membership in the BCGREA
  - Objective 2: develop a recruitment plan, including budget, for approval by the Provincial Directors.
  - Objective 3: assist Branches in communication with the membership
  - Objective 4: develop, for Branch use, orientation and role/position specific guidelines and training
  - Objective 5: conduct a poll of existing membership including analyzing results and make recommendations for improvements in members services and the direction of the BCGREA
  - Objective 6: develop a comprehensive strategy, including cost estimates, on how to improve and increase the profile of the BCGREA
  - Objective 7: identify, including associated cost(s), alternatives with respect to communication with and encouragement to join the BCGREA by PSP recipients who are presently not members of the BCGREA
- The committee will advise on 'Best Practices' in member engagement and recognition.
- The committee will prepare an annual report for submission to the Annual General Meeting.

## **Review**

- To be reviewed annually and reported on at the AGM.