



TERMS OF REFERENCE

WORKING GROUP

Working Group/Team Name:	Advocacy and Marketing
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Purpose and Objectives:
<p>The group is a forum to support and make recommendations to the Association on how it might undertake advocacy and marketing on behalf of its members.</p> <p>Specifically the group will:</p> <ul style="list-style-type: none">• Identify topics relevant to the Association and its members requiring an advocacy or marketing focus• Respond to priority issues referred by the Executive Board of the Association• Gather evidence to support the recommendation for any campaigns to be undertaken by the Association or its membership• Develop a draft plan for consideration, including resource requirements, and possible champions if necessary• Implement the plan as required by the Association• Develop advocacy and marketing tools, materials and training for use by the Association or its membership

Term:
<p>The term of operation for the working group will be determined by the Executive Board of the Association with endorsement sought at each Annual General meeting.</p>

Membership:
<p>The working group will consist of staff drawn from QPLA member libraries. People may nominate for membership or be invited to participate by the Chair of the working group, provided that there is not more than one representative of a member library on the group. A balance will try to be maintained between representation from large, medium and small libraries wherever possible. Working group membership may be for a specific time frame of one year or for a specific project</p> <p>The Chair will be appointed by the Executive Board of the Association and will be responsible for calling and chairing all meetings, reporting on group outcomes to each Executive Board meeting.</p> <p>Members of the working group will have the following roles:</p> <ul style="list-style-type: none">• to share knowledge and experience in relation to advocacy and marketing issues• to be aware of contemporary issues impacting public libraries• to share relevant information, data and research• to gather information from colleagues• to raise issues of concern to public libraries• to undertake tasks as requested by the working group• to contribute to the agenda for working group meetings

Operation of the group:

- the group will meet on a regular basis as determined by the group to discharge its remit, with a minimum of 4 meetings per year
- group meetings will generally be via teleconference, with one face to face meeting scheduled to coincide with the annual conference or PD event
- group members will be responsible for their own travel arrangements and costs unless otherwise agreed by the Executive Board
- a meeting quorum will be a majority of members of the working group
- recommendations for the Executive will be on a simple majority vote
- meeting agendas and papers will be provided at least two weeks prior to the meeting
- meetings will be minuted by a member of the group, approved by the Chair, and distributed to members within 10 working days of the meeting, with a copy forwarded to the Association Secretary
- minutes must clearly identify responsibilities and timelines for action items
- a group email list will be established for sharing of information between meetings

Review Timeline:

These Terms of Reference may be amended, varied or modified by the Executive Board of the Association at any time.

Endorsement of Terms of Reference by QPLA:

Adoption:	Adopted at meeting of Executive Board held on 1 December 2014
Chair:	Jessica Clark
Title:	Secretary