

Community Engagement Committee (CEC)

Terms of Reference

Purpose

To strengthen the YMCA's presence and impact in the community by fostering meaningful connections, planning inclusive events, and recognizing important days of observance that align with our mission, vision, and values.

The committee is committed to building strong relationships, celebrating culture and diversity, honoring days of significance, and promoting a sense of belonging through intentional and thoughtful engagement.

Goals and Objectives

1. Increase Organizational Visibility

- Develop community engagement plans with strategies to raise awareness about the YMCA mission, vision, values and programs
- Establish partnerships with local schools, businesses, cultural groups, and community organizations

2. Plan and Execute Community Engagement Events

- Host and attend community events (ex. Celebrations, community BBQ's, workshops, etc)
- Create inclusive event planning guidelines to ensure accessibility, cultural sensitivity, and diverse representation
- Involve community members and volunteers in planning and executing events when appropriate/needed

3. Honour Commemorative Days of Observation

- Maintain an annual calendar of key provincial, national, and international observances relevant to the organization's mission (ex. National Indigenous Peoples Day, Pride Month, Truth and Reconciliation Day, etc)
- Develop strategies to raise awareness among YMCA staff, members, volunteers and the community (ex. speakers, panels, gatherings, T-shirts, etc) to mark these days
- Collaborate with cultural and advocacy groups to ensure authentic and respectful observances (ex. Elders)

4. Increase Employee Engagement

- Create opportunities for meaningful participation with staff and community members
- Create a plan to promote employee involvement in community-focused initiatives and celebrations
- Build cross-departmental connections
- Facilitate collaborative planning that breaks down silos and builds a sense of team

Membership

The committee will be composed of:

- Employees from all departments and levels within the YMCA
- General Manager of Marketing & Community Engagement
- Community Engagement Coordinator

The committee members will be involved with and represent Mini Committees. Additional working groups may be developed to align with commemorative holidays that may not fall in these current categories:

- **2SLGBTQIA+ Working Group**
- **Indigenous Relations & Reconciliation Working Group**
- **Accessibility, Wellness & Inclusion Working Group**

Responsibilities of Committee Members

- Attend regular committee meetings (virtually)
- Propose, plan, and implement community initiatives
- Track and report on the outcomes of initiatives and partnerships
- Provide feedback and recommendations to Senior Leadership on community engagement strategies

Leadership Roles

- **CEC Chair:** Facilitates meetings, creates agendas, and serves as the primary liaison with Senior Leadership
- **Vice Chair:** Assists the Chair and assumes duties in their absence
- **Secretary:** Takes minutes, manages documentation, and tracks follow-up items
- **Working Group Lead:** Lead assigned to each working group, assist with planning and hosting designated events.

Meeting Schedule/Time Commitment

- Frequency: Monthly virtual meetings (maximum 2 hours)
- Additional meetings may be called as needed for major initiatives within Working Groups

Reporting and Accountability

The committee will:

- Provide quarterly updates to Senior Leadership
- Maintain a shared document tracking initiatives and outcomes
- Submit an annual report summarizing activities, outcomes, and future goals
- Adhere to the monthly budget

Review of Terms

These Terms of Reference will be reviewed annually to ensure they remain relevant and effective in meeting the goals of the Committee and the organization.