BFA Communications Initiative Advisory Committee

CHARTER

Background
One of the key areas for improvement identified through the 2018 BFA SCOT exercise was the need to improve communications within the division and with the University communities. Within BFA, communication can work ‘three ways’:

- ‘Top down,’ from leadership to employees
- ‘Bottom up,’ from employees to leadership (the feedback loop)
- ‘Side to side,’ sharing best practices and ideas between employees and departments. With campus customers, communication exists to inform about what BFA does. The other aim is to engage people in understanding and ‘buying in’ to changes, policies, and adherence to regulations. This is because BFA’s role is to serve and support the university communities; including compliance and helping the university avoid and mitigate risk.

Any communication efforts would be measured through the new employee engagement survey, as well as the new customer satisfaction survey.

Scope
This advisory committee focuses on the BFA initiative “Communicate Effectively with our Western Community.” It exists to advise the BFA Leadership Team on improvements to the way BFA communicates within the division, and with its campus community, resulting in a communication strategy, plan, and implementation of that plan. In particular, the role of the Committee is to:

- Help articulate gaps and opportunities in communication
- Provide insights as to solutions and which are most important to address
- Feedback on the initiative action plan(s)

Once the BFA leadership team has agreed the communication strategy and plan, the role of the committee shifts to monitoring and advising on this plan.

Deliverables
Although not a responsibility of the committee, the work may result in these deliverables, produced by the Lead and SME member(s), with agreement by the BFA Leadership Team:

- Recommendations for improving communications within BFA and with university stakeholders
- A communication strategy, articulating the strategy, objectives, and supporting tactics. This would be agreed at the BFA leadership level.
- A framework, or methodology to communications with staff and colleagues that is developed at the BFA level, and adapted for use at the departmental level. This is because the size, employee make-up, and strategic objectives of each department vary.
- Tools and training for departments to help them communicate effectively with their teams
An action plan and timetable for 2019-25, with particular focus on the first two years

Convening Authority and Reporting
The Committee is appointed by and reports to the Vice President for Business and Financial Affairs.

Time Frame
Committee formed and begins to meet in (month) 2019. The initiative spans the 2019-2025 six-year period, in support of the University’s strategic plan.

Meetings
Meetings will be called by the Chair. Materials will be distributed for review in advance of meetings to allow time for review before the meetings.

Membership
Membership will be appointed by the VP BFA, with assistance from the BFA leadership team. The committee will be comprised of a representation of members from across BFA, representing different departments, lengths of employment, and levels. Members will serve for a defined period of time, with new members rotating in as the committee determines appropriate. The committee will include:

<table>
<thead>
<tr>
<th>Member</th>
<th>Role</th>
<th>Name</th>
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<tbody>
<tr>
<td>Initiative Lead (a BFA Leadership Team member)</td>
<td>• Guidance and leadership • Reporting to the BFA Leadership Team for decisions • Accountable for development of the Communications Action Plan, monitoring the plan, and updates as needed</td>
<td>John Furman</td>
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<tr>
<td>Subject Matter Expert (SME)</td>
<td>• Functional expert at University • Strategy and implementation advice and support • Responsible for development of the Communications Action Plan, monitoring the plan, and updates as needed</td>
<td>(to be confirmed)</td>
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<tr>
<td>Chair or Co-Chairs</td>
<td>• Runs the Committee • Ensures Committee work is thorough, inclusive, and effective</td>
<td>(to be confirmed)</td>
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The BFA Leadership Team is the decision-making body for all BFA-wide initiatives. The individual members of the BFA Leadership Team are responsible for implementation of the Communications Action Plan in their departments.

Role of a committee member
It is intended that the committee leverage the experiences, expertise, and insight of key individuals at organizations committed to finding ways to support the division’s communications initiative. Committee members are not directly responsible for managing project activities, but provide support and guidance for those who do. Thus, individually, committee members should:
  • Understand the strategic implications and outcomes of initiatives being pursued
Appreciate the significance of the initiative for some or all major stakeholders and represent their interests
Be genuinely interested in the initiative and be an advocate for broad support for the outcomes being pursued

In practice, this means they:
- Consider ideas and issues raised
- Advise if the outcomes of the initiative meet the objectives of the original proposal
- Help balance conflicting priorities and resources
- Review the status of the initiative
- Foster positive communication outside of the committee regarding the progress and outcomes of the initiative