

PURPOSE

The Communications Advisory Group (CAG) acts as a consultative group that supports communications excellence at CSAE, by providing input on communications gaps, needs and opportunities on communications activities and reputation management.

OBJECTIVES

The CAG is a volunteer advisory group which will focus on the following objectives in 2020 and 2021. These priorities may be reviewed and adjusted as needed.

1. Develop best practice recommendations for CSAE's electronic communications
2. Update CSAE's brand guidelines
3. Brainstorm and provide input into campaigns and promotions for events and activities
4. Provide a forum for identifying and making recommendations on communications issues as they arise

CAG MEMBERSHIP

- The CAG is comprised of a minimum five to a maximum of ten members, including:
 - o Volunteers from across the CSAE membership, with representation from both executive and business membership
 - o Representatives from at least 2 CSAE networks
- Term: minimum one year, renewable

ADVISORY GROUP MEETINGS

- CAG meetings will be held every other month, for a total of 6 meetings per calendar year
- Additional meetings/work may be required during the course of the year
- The frequency of meetings may be reassessed by the group and adjusted as needed