

COMMUNICATIONS

Annual Committee Report

COMMITTEE MEMBERS:

Jennifer D'Addario (Chair, Notre Dame)
Veronica Tuzi, (Executive Liaison, Francis Libermann CHS)
Bianka Hudec, (St. Mary's Academy)
Alan Orino, (St. Mary's Academy)

TERMS OF REFERENCE:

Procedure 5: Duties of Standing Committees,

3.5.3 Communications

- a. The mandate of the Communications Committee is to serve all Unit members by printing in the official Unit publication items pertaining to:
 - i) unionism and items pertaining to professionalism amongst its members
 - ii) information pertaining to the employment of Unit members and their welfare in general
 - iii) achievements and activities by the Unit and its members, O.E.C.T.A., and the Board
 - iv) matters relating to Education and the Church
 - v) matters relating to social justice, peace and brother/sisterhood.

- b. The Communication Committee shall adhere to the "Editorial policy."

Policy 2: Editorial Policy

- 2.2.1 Articles/letters shall conform to the mandate of the official Unit publication prepared by the Committee; members, through their articles and letters, must address the issue and not indulge in personal attacks.
- 2.2.2 The Unit publication shall be the voice for all T.S.U. members in good standing; no article/letter being refused because it expresses a divergent view.
- 2.2.3 The Unit publication shall adhere to the Ethic Codes outlined under the Professional Duties of teachers for the O.T.F. affiliates.
- 2.2.4 Major modification to letters/articles shall not be made without the consent of the author.
- 2.2.5 Names can be withheld at the Committee's discretion.
- 2.2.6 The views and opinions expressed are those of the authors and not necessarily those of the Unit.
- 2.2.7 All questions/complaints made in writing shall receive a written answer. If a complainant is not satisfied with the Editor's reply, he/she shall be given the chance to a hearing before the Communications Committee.
- 2.2.8 Advertising for personal gain will not be printed.

GENERAL ACTIVITIES:

1. To have a minimum of seven (7) Communications committee meetings per year.
2. To publish seven issues of *TS*YOU*, the official Unit publication, including three special issues: one for the OECTA AGM, one for the TSU AGM.

SPECIFIC ACTIVITIES:

1. The committee encourages general membership, executive members and other TSU committees to contribute to the **TS*YOU** publication by submitting opinion pieces and reports on different events/activities that are relevant in nature. The Committee members participate in TSU organized and/or other events and take photographs so they could report on these and provide the visual documentation.
2. The submitted articles and materials are distributed to committee members several days before the meeting for review.
3. At the committee meetings, members select material for the next **TS*YOU** publication; this is a process that consists of discussion and editing of submitted articles from TSU members, executive and /or other sources. Visuals (pictures/images) for the cover and articles are selected as well.
4. The day for “setting” the **TS*YOU** issue follows the committee meeting. During the setting, two to three committee members work on the publication by contributing to final editing and page layout.
5. The “special issue” for the TSU AGM presents all candidates running for the available executive positions each year.

SUMMARY:

The focus of the Communications committee this year was a further improvement of the quality of **TS*YOU**. The following publications/tasks were undertaken this past year:

- The Communications Committee developed a Social Media Guidelines document, to be utilized by the Executive and candidates during elections;
- The Communications Committee created a Post-Events Reporting Template, which Committee Chairs/members can use after attending events, and which will inform articles for future newsletters;
- The Communications Committee expanded social media presence, through a new initiative named, “Did You Know?”, a daily feature with information about TSU committees, committee work, Association information, etc.;
- The Communications Committee put together special issues this year: a vintage issue with history of the Association and TSU itself; a vintage Christmas issue; a special strike edition, filled with tweets from the first strike day of January 21st, 2020;
- The Communications Committee currently has two issues being developed: an issue with information for and about Occasional Teachers; an issue dedicated to Safe Schools issues;
- The Communications Committee will proceed with its redesign contest into the 2020-2021 academic year, encouraging members to submit layout designs for the newsletter.

*The Communications Committee strongly believes that the TSU newsletter, **TS*YOU: Highlights**, is an important and effective TSU tool to communicate with its members and acts as a mechanism for involvement. This will be achieved by continuously implementing all of the strategies mentioned above to affect positive change and to disseminate important information to TSU members.*

Respectfully submitted: Jennifer D’Addario