
Standing Committee for the Annual Learning Event (ALE) Terms of Reference

Committee Mandate

The Standing Committee on the Annual Learning Event (ALE) **plans and executes a substantive annual professional development and networking event that aligns with the needs of CES-NCC members.**

Areas of focus

- Professional Development across a variety of skill-levels, topics and formats.
- Networking opportunities

Responsibilities

- **Program Design:** Develop a program for the annual ALE including theme, topics, format, speakers, sessions and activities all within a view to support the objectives of both the event and the NCC. Work closely with the Chair of *Professional Development* and Chair of *Partnerships and Engagement* Committee to ensure synergies.
- **Risk Management:** Identify potential risks, including financial, operational or reputational, and develop mitigation and contingency plans to address them.
- **Event Planning and Logistics:** Select and book event venue and virtual platform, ensuring it's equipped with the necessary technology and amenities for a smooth and inclusive event experience. Ensure event logistics (catering, audio-visual, registration) are considered through lenses that support the diverse needs of NCC members; and that accessible alternative models are offered as needed.
- **Budgeting and Financial Management:** Develop a detailed event budget and manage the financial aspects of the event, including securing sponsors or partners, registration fees, and monitoring expenses to stay within budget. Provide monthly updates to the Board and ensure transparency in the financial management of the event.
- **Speaker/Facilitator Recruitment:** Identify, recruit and confirm speakers, facilitators and panellists with relevant experience for the event. Coordinate with speakers on presentation topics, materials and logistics to ensure their participation is impactful and aligns with the ALE's objectives and theme.
- **Communications and Marketing:** Develop and implement a communications and marketing plan, in consultation with the *C&M Champion* and considering the Chapter's branding, key messages, and other components of the Chapter's C&M Strategy

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- **Partnerships and Sponsorship:** Identify and secure event sponsors and partners who can provide financial support, resources, or expertise for the event. Develop sponsorship packages and agreements, ensuring clear expectations and benefits for both CES-NCC and sponsors/partners. Manage sponsor relationships, including recognition at the event and fulfillment of sponsorship agreements and gain feedback from sponsors on whether the experience was value-add.
 - **Attendee Experience and Engagement:** Ensure that the event is designed to maximize attendee engagement, providing opportunities for networking, interactive sessions, and feedback. Develop a registration/check-in process that is efficient and welcoming for attendees. Gather feedback from attendees during and after the event to measure satisfaction and identify areas for improvement.
 - **Measurement and Reporting:** In collaboration with the Data Champion, develop specific metrics to measure the success of the Annual Learning Event. Prepare a post-event report for the Board of Directors that summarizes key outcomes, financial performance and lessons learned.
 - **Post-Event Follow Up:** Coordinate post-event communications, including sending appreciation to speakers, sponsors, and attendees. Ensure event materials (e.g., presentations, recordings) accessible to attendees. Review the event's successes and challenges and document recommendations for future events.

Expectations of the Committee

- **Workplan:** Develop an annual workplan, provide a prioritized list of activities and proposed outputs/deliverables for the Board's approval and ensure its on-going implementation throughout the Board's fiscal year.
- **Operations:** Prepare proposals, documents or Motions for the Board's consideration with at least 5 calendar days before a Board meeting.
- **Cohesion:** Coordinates with *Board Secretary* for event dates or timelines to manage potential conflicts with CES National or partnership events.
- **Consistency:** Draft and translate any communication materials pertaining to the work of the Committee to be used in publication and social media channels, in consultation with the *Communications and Marketing Champion*.
- **Official Languages:** Ensure any content provided to members is translated, in consultation with the *Official Languages Champion*.
- **Institutional Memory:** Drafts an annual report that summarizes the Committees work and accomplishments, which will be used in the Chapter's annual report and feed into Chapter's input to National's annual report.
- **Information Management:** Files all documents in the Board's Google Drive. Working documents must be filed in the Google Drive and all final documents shall be labelled accordingly, in consultation with the *Information Management Champion*.
- **Human and Financial Resources:** The Committee identifies the human and financial resources required for its workplan and takes action if additional resources are needed for initiatives to be completed.

Composition and Roles

- The Committee is **led by a Chair and supported by a Vice-Chair and has ongoing support from Secretariat/Management services.**
- Management services are contracted by a third party consultant and can include managing social media campaigns and common branding; technical logistics; and other activities.
- The Committee sets out the composition of its members as required to serve its workplan and deliverables.
- The Committee will include volunteers that are Board members and non-board members.
- The Committee will include Advisors who will provide expertise on an add needed basis.

Meetings

- Meetings occur at the discretion of the Chair; however, are **typically held weekly.**
- Action items are recorded at each meeting and are followed up on as part of the agenda of subsequent meetings.
- Estimated Time Commitment for a Committee Member: **8-10 hours / month**

Authorities

- The Committee has authority to make decisions about projects, deliverables as well as human and financial resources as set out in its annual workplan and Board budget as approved by the CES-NCC Board.
- The Committee may create working groups, advisory committees or other types of sub-committees that support the Committee's workplan, as needed.

Accountability

- Each Committee Member is expected to attend meetings on a regular basis and is accountable for their assigned deliverables. Continuous absences or failure to complete deliverables or meet deadlines may lead to the Committee member being recommended for removal by the Committee Chair.
- The Chair provides a written update on the Committee's progress against the Board's workplan by no later than 72 hours before each Board meeting.
- Committee members must declare any conflicts of interest or situations that may raise a perceived conflict of interest as a result of Committee activities. In case where this may occur, the member shall reach out to the Board President to discuss how to proceed

Review and Amendments

This Terms of Reference will be reviewed **bi-annually** and revisions are approved by the Board. This Terms of Reference will be reviewed after the first year following the Committee's creation.

Date	Summary of Updates
September 11, 2024	ToR approved by BoD
August 2025	First Review
