

N.B.A.R.E.A./A.E.I.N.B.

New Brunswick Association of Real Estate Appraisers

Association des évaluateurs immobiliers du Nouveau-Brunswick

TERMS OF REFERENCE

COMMITTEE: **MEMBERSHIP & PUBLIC RELATIONS COMMITTEE**

APPROVED: **AUGUST 26, 1996**

REVISED: **October 5, 2000**

COMPOSITION: The Membership & Public Relations Committee shall consist of three to six members, one of whom shall be the Chairperson.

COMMITTEE MEMBER QUALIFICATIONS: Must be a member of NBAREA in good standing.

TERM OF OFFICE: The members of the Membership & Public Relations Committee shall hold office for a period of two years. One half of the Committee members will retire each year but any member of the Committee may be eligible for reappointment. A list containing the names of the suggested Committee Members will be submitted to the Board of Directors for approval at its first meeting immediately following the Annual General Meeting.

QUORUM: One half of the Committee Members shall constitute a quorum.

DUTIES PER THE BYLAWS:

Membership and Public Relations Committee

- VIII 7. a) The Membership and Public Relations Committee shall consist of the Chairperson and three to six members.
- b) The Committee shall organize public relations activities at the local and provincial level, develop a professional advertising program which includes brochures in such areas as recruitment and information about the profession; publish a newsletter two to four times per year; help organize a provincial conference having technical content; assist in the organization of Association meetings throughout the province; maintain regular liaison with respective levels of other organizations and encourage students from post secondary institutions to enter the real estate appraisal profession.

DUTIES PER STRATEGIC PLAN:

Strategic Plan #:

- 11 A. The Membership & Public Relations Committee is responsible for enhancing the profile of the Association by advertorials, public service announcements and press releases.
- 11 B. The Membership & Public Relations Committee will publish articles in affiliated professional magazines, newsletters, etc.
- 11 C. The Membership & Public Relations Committee will prepare and present information on the Association and the profession at schools, community colleges and universities.
- 11 D. The Membership & Public Relations Committee is to ensure that our annual general meeting is well publicized.

The Membership and PR Committee is to ensure a press release within two weeks of AGM.

To be included in the Membership & Public Relation's annual budget.

- 18. The Education Committee and the Membership & Public Relations Committee are responsible for interfacing with educational institutions.

DUTIES OF THE CHAIR:

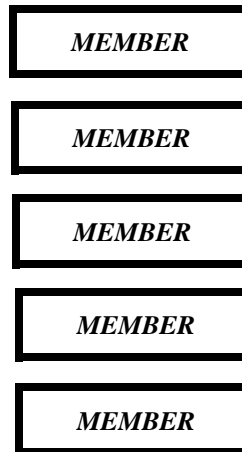
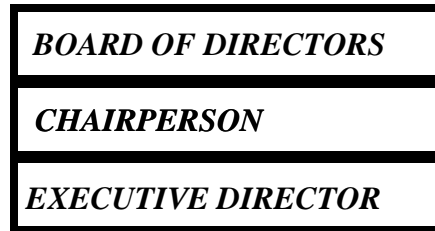
- 1. The Chair is to provide the Executive Director with a detailed list of Committee Members within 14 days following the Annual General Meeting and the list must be available for approval by the Board of Directors at their May meeting.
- 2. The Chair will call meetings of the Committee as required.
- 3. The Chair (or appointee) will prepare and submit to the Executive Director an article (a paragraph or two) directed to the membership to be published in the newsletter of the Association. The Executive Director will notify the Chair 14 days in advance of the article being required.
- 4. The Chair will prepare and submit to the Executive Director no later than 15 days in advance of the Annual General Meeting, a detailed written report outlining the Committee's activity during the past year. The Chair (or appointee) is to be present at the Annual General Meeting to provide the report and the Executive Director shall be advised of the presenter accordingly, 15 days prior to the Annual General Meeting.
- 5. The Chair will prepare and submit to the Executive Director no later than 15 days in advance of each Board of Directors Meeting, a detailed written report outlining the Committee's recent activity.
- 6. The Chair will appoint a member of the Committee to record the proceedings of each meeting held by the Committee. The minutes of the meeting shall be forwarded to the Committee Members and the Executive Director no later than 14 days after the date of the meeting.

DUTIES OF THE COMMITTEE:

1. Organize the public relations activities at the local and provincial level.
2. Develop a professional advertising program including brochures in areas such as recruitment and information about the Association and the profession.
3. Provide assistance to the Education Committee in the organization of the annual provincial conference on matters dealing with public relations.
4. Organize meetings with other professional associations throughout the province.
5. Maintain regular liaison with respective levels of other organizations.
6. Encourage students from post-secondary institutions to enter into the real estate appraisal profession.
7. Facilitate the maintenance of international professional relationships;
 - a) Directory of Registered Members for distribution - June 1st of each year.
 - b) Press release seven days prior to conference.
 - c) Press release after the election of officers.
8. The Committee should have its first meeting within one month after the Annual General Meeting.
9. A member of the Committee is to take photographs of guest speakers of all conferences of the Association and also the members attending the conference. One week prior to the conference, advise the press of the event; Telegraph Journal, Moncton Times, L'Acadie Nouvelle and the local paper.
10. The Committee is to prepare a recruitment package for schools and universities.
11. At the first meeting of the Committee, a member shall be named to immediately contact the Regional Representatives to find out when meetings will be held in the regions. A member of the Committee should attend the meetings in the regions to advise members of up-coming courses, changes in legislation, etc.
12. The Committee is to target presentations at UNB, Universite de Moncton, Edmundston, St. Mary's Community College in Saint John, Moncton, Bathurst, Edmundston.
13. Establish and recommend to the Board of Directors policies applicable to public relation initiatives.
14. The Committee will review its terms of reference, establish its short and long term action plans and provide suggestions, changes and intentions to the Executive Director no later than June 30th annually. The Executive Director will forward the information to the Board of Directors for approval.

15. The Committee is to prepare and deliver each year no later than June 30th, a detailed revenue and expense budget for the Committee for the upcoming year.
16. All Committee members must submit to the NBAREA within 30 days of incurrence, any expense claims, complete with receipts, for travel, meals etc., incurred while on Committee business. All expense claims must be submitted to the Association Office prior to the end of the fiscal year, December 31st. Expense claims submitted after the 31st of December will not be reimbursed.
17. The Committee will accept and proceed with the directions provided by the Board of Directors, Act, Bylaws and Strategic Plan of the Association in a timely manner unless the directions are contrary to the provisions for the Committee as per the *Act to Incorporate the New Brunswick Association of Real Estate Appraisers*.
18. The Committee will become familiar with the Association's flowcharts / time-line calendars attached hereto and will adhere to them accordingly.
19. The files of the Committee shall be maintained at the Association Office and will be the responsibility of the Executive Director.
20. The Committee will be responsible for developing and enforcing the Terms of Reference for the borrowing the booth.
21. The Executive Director will house the booth at the Association Office and will make arrangements for the shipping and receiving of same as well as the facilitation of the rental agreement.
22. The Membership & Public Relations Committee will make all necessary arrangements to have the booth on display at four separate occasions within a calendar year at trade shows, home shows, education fairs, etc.

FLOW CHART - Membership & Public Relations Committee



TIME-LINE CALENDER - Membership & Public Relations Committee

JANUARY	FEBRUARY	MARCH
	<ol style="list-style-type: none"> 1. Make arrangements to attend home shows/trade shows in the province. 2. Assist in the promotion of the Annual General Meeting/Seminar. 	<ol style="list-style-type: none"> 1. Prepare and deliver to the Executive Director a report 15 days prior to the AGM. 2. Forward Directory for printing.
APRIL	MAY	JUNE
<ol style="list-style-type: none"> 1. Begin development of Annual Terms of Reference for Committee. 2. The Chair is to provide the Executive Director with a detailed list of Committee members 14 days after AGM. 3. Prepare and deliver to the Executive Director, a newsletter article for the Association Newsletter. 4. Deliver a report to the membership at the AGM. 	<ol style="list-style-type: none"> 1. Attend Home shows/trade shows. 2. Develop press release with photographs re: election officers AGM and forward to the newspapers. 3. Prepare and distribute directory. 	<ol style="list-style-type: none"> 1. Annual Terms of Reference, with short and long term goals are to be delivered to the Executive Director. 2. Deliver to the Executive Director a detailed budget request for the upcoming fiscal year by June 30th.
JULY	AUGUST	SEPTEMBER
	<ol style="list-style-type: none"> 1. Terms of Reference to be reviewed and approved by the Board of Directors. 	<ol style="list-style-type: none"> 1. Send out directory up-date notices to members. 2. Make arrangements to attend Education Fairs around the province.
OCTOBER	NOVEMBER	DECEMBER
	<ol style="list-style-type: none"> 1. Attend Education Fairs around the province. 	