

MEMBERSHIP ADVISORY COMMITTEE (MAC)

TERMS OF REFERENCE

Approved: September 18, 2018

Revised: June 2020

Approved by: Committee/Executive Director

The Membership Advisory Committee (MAC) is an operational committee of the ACFP that serves as an advisory body to the Alberta College of Family Physicians (ACFP) staff.

PURPOSE

The MAC will assist in developing operational tactics in the areas of communications, member and stakeholder engagement, and the provision of member services. MAC will also advise on building awareness of the value of the CCFP credential, and tactics to encourage members to establish strong connection to their professional community.

The Committee will be responsive to emergent member needs, and will, where necessary, create sub-committees or task forces to identify and meet these needs. This Committee will report strategies and recommendations to the Executive Director and will work with ACFP staff to implement these through operational means. The MAC may also, from time to time, present recommendations to the Board in partnership with the Executive Director, for new strategic direction or resource allocation.

OVERALL RESPONSIBILITIES

ENGAGEMENT, COMMUNICATION, AND AWARENESS

- To recommend guidelines for, and evaluate the effectiveness of, messaging to members using different communications vehicles including, but not limited to: direct existing and new member communications, forums, town hall meetings, surveys, training, social media, responsive web activities, and/or networking opportunities.
- Investigate and recommend innovative opportunities for membership engagement

MEMBER RECRUITMENT AND RETENTION

- Identify and promote a clear member value statement
- Review membership attrition rates and causes
- Develop ACFP programs and strategies to measure membership satisfaction
- Develop strategies to attract new or former members to join the ACFP
- Develop strategies to retain current members
- Provide suggestions for services and resources that meet diverse members' needs.
- Regularly assess the various services and resources being offered to members

1. Identification of Needs of a Diverse Membership

- Regularly review and respond to the definitions and criteria for CFPC membership categories and special designations, and understand the needs of these groups

- Identify the emergent needs of each membership group through ongoing surveys and engagement opportunities
- Create broad strategic recommendations and task forces to support the needs of various membership groups

2. Other

- Read, understand, and adhere to the ACFP Volunteer Code of Conduct and the Roles and Expectations of Committee Members found in the Volunteer Information Manual.

The two Operational Committees which fall under the MAC are the First Five Years in Family Practice Committee and the Awards and Recognition Committee.

MEMBERSHIP

Committee membership will embrace the diversity of ACFP membership, including but not limited to, regions, urban/rural, practice types, ages and stages in career, and international graduates to ensure that the ACFP's membership throughout the province is considered. Committee Members must be ACFP Members in good standing.

The Membership Advisory Committee will consist of a minimum of five (5) members and a maximum of ten (10) members who will serve a 3-year term with an opportunity for renewal for a second 3-year term. The renewal for the second term is not subject to the ACFP's Nominations process. Whether the renewable term will be offered to a Committee member is determined by the Chair, Executive Director, and Staff Liaison assigned to the Committee.

MEMBERSHIP WILL INCLUDE

Chair

Board Member Representative

Up to ten (10) members-at-large representing the diversity of ACFP membership

Committee Chairs are selected by the existing Committee Members, recommended to the Governance Advisory Committee, and approved by the Board. If a Chair cannot be chosen or elected by the Committee, nominations will be sought through the regular nomination process. Operational Committee Chairs and Members are presented to the ACFP Membership for their information at the AMM and posted on the ACFP website.

To give all Operational Committee Members an opportunity to lead, Committee Chair terms will be for a maximum of three consecutive years based on the July 1 to June 30 term cycle. A Committee Member's term supersedes their term as a Committee Chair. For example, if a Member is serving in their second 3-year term and they have only one year left, then their term as Chair ends when their Committee Member term ends in one year. If a Committee Member is starting a new 3-year term, for example, and they become Chair, they can choose to serve a maximum of three years, renewing annually their commitment as Chair through the Committee Staff Liaison. If a Chair decides to step down at any time, they simply advise the Committee Staff Liaison of their intent and together they work the current Committee Members to recruit for their replacement.

In addition to the membership it should be noted that the Executive Director of the ACFP is a member of all ACFP Committees without voting privileges.

MEMBER EXPECTATIONS

The actions of each member shall serve the best interests of the Committee, the ACFP Board, and the wider membership. It is expected that each member:

- Know and support the organization's vision, mission, and belief statement
- Know the Committee's scope of work and Terms of Reference and assist in developing future goals and strategic direction for the Committee as required
- Positively promote the work of the Committee and the ACFP through interactions with the ACFP membership and external colleagues and stakeholders
- Adhere to the ACFP Code of Conduct and Conflict of Interest Policy and declare to the Committee if at any time you think you might have a potential conflict.
- At the point of onboarding, ask as many questions as necessary of the Staff Liaison and Chair to bring yourself up-to-date with the work of the Committee and the ACFP as quickly as possible
- Help to make members, especially new people feel welcome
- Assist in recruiting new members
- Complete your three-year term of office

MEETINGS AND COMMUNICATIONS

Guidelines to facilitate decision-making and communication:

- Attend at least one (1) face-to-face and at least three (3) virtual meetings as scheduled. If unable to attend, advise the Staff Liaison as soon as possible in advance of the meeting. If unable to attend, provide your feedback to the Staff Liaison or Chair on any matters to be discussed at the meeting.
- Prepare for meetings by reviewing the meeting agenda and applicable documents, including draft meeting minutes
- Contribute to the meeting discussions and participate in decisions made; encourage others to do the same
- Be kind and considerate of other members' ideas even if you do not share the same opinion
- Engage in and be responsive to email communication, dialogue, and committee actions required between formal meetings; respond to requests within 48 hours or as otherwise directed by the sender
- Perform agreed upon tasks as decided in committee meetings in a timely fashion
- Report progress of tasks as requested
- Complete meeting or program evaluations and/or ACFP surveys as required

REPORTING RELATIONSHIP

As an Operational Committee, the Membership Advisory Committee is accountable to the Executive Director. The Committee will make recommendations to the ACFP Staff for the implementation of existing programs and initiatives, as well as to the ACFP Board through the Executive Director for extension or development of new programs or initiatives with budget or resource implications.

ADMINISTRATIVE SUPPORT

Administrative and operational support for meetings and ongoing communications will be provided by the ACFP. A senior staff liaison will be assigned to the committee who will be responsible for formulating agendas; collecting and presenting information regarding the areas of discussion; passing on discussion, recommendations and input from the committee to appropriate parties; and will facilitate the work of the Committee between meetings.

MEETINGS

Meetings will be called by the Chair and facilitated by the Staff Liaison. It is anticipated there will be 4-6 meeting per year with at least one being held face-to-face; as well as ongoing communication via email between meetings.