



Calgary River Valleys Communications & Outreach Committee Terms of Reference

CRV Vision

The Calgary River Valleys (CRV) is recognized as an essential public champion for the protection and stewardship of Calgary's river valleys, watershed resources and riparian areas.

CRV Mission

The integrity of our rivers is vital. The CRV engages organizations and citizens in building awareness and the strong sense of community ownership needed to steward and sustain our watershed resources into the future. The CRV is committed to supporting community and civic responsibility, education and the highest standards in The City of Calgary's urban environmental policy, planning and implementation.

Communications and Outreach Mandate

In accordance with its Bylaws, the CRV has established this Standing Committee to host and support informed dialogue; to promote a greater understanding of Calgary's river valleys, watershed resources and/or riparian areas; and to create opportunities for CRV members, specifically targeted audiences and the broad Calgary community to become engaged in watershed appreciation and stewardship activities.

Communications and Outreach Objective

To advance community education and awareness by promoting a strong stewardship ethic with respect to the value and significance of Calgary's river valleys, watershed resources and riparian areas.

Key initiatives and deliverables will include:

- Produce periodical or project-based outreach materials, including the CRV's newsletter "The Ripple" and subject-specific brochures or other promotional materials.
- Coordinate public or targeted presentations and events, such as discussion forums, workshops, conferences and river valley tours, to promote the CRV's vision, mission and activities.
- Collaborate with CRV members and partners to generate or promote relevant research on the significance and protection of Calgary's river valleys, watershed resources and riparian areas.
- Establish and maintain an Internet homepage for the CRV, with mutual links to the websites of interested members and partners.

Meetings

Regular meetings will be held monthly or by call of the Chair

Membership

Membership is voluntary and open to the full CRV membership. Committee members will serve a two-year renewable term. Committee members and activities will be governed by the Bylaws and policies of the CRV.

The Chair will be appointed annually by the CRV Board of Directors from Board membership. The Committee will be supported by the CRV Executive Director and/or other CRV staff.

Key Duties and Responsibilities

- Attend regular meetings, typically held on the first Thursday of each month over the noon hour. Special meetings may be scheduled on an as-needed basis. Maximum monthly time commitment is not expected to exceed 5-7 hours, but may vary based on current projects and volunteer interests.
- Participate in the coordination, development and production of constructive educational materials and initiatives, as per the Committee's mandate. The establishment of sub-committees and volunteer coordination may also be included, to ensure CRV objectives are achieved effectively.
- Promote the CRV's vision and mission through appropriate interactions among CRV members, community-based organizations and government departments and agencies.
- Represent members' sponsoring organizations or constituencies and act as trustees on behalf of all Calgarians, to assist the CRV in achieving its vision.
- Be part of an effective and proactive team that seeks to raise public awareness and inform CRV members about balancing the needs of a rapidly growing city with its surrounding environment.

Qualifications and Desired Skills

No special qualifications are required. The Communications and Outreach Committee is always seeking creative, enthusiastic and energetic volunteers who are interested in communicating river valley issues (e.g., conservation and preservation, wildlife habitat and biodiversity, safe and responsible recreational use, water quality and quantity, ecosystem integrity and general awareness of our natural resources) and who have a desire to learn and contribute towards the Committee's mandate.

Volunteer Benefits

Communications and Outreach volunteers enjoy the opportunity to shape and be involved in the awareness-raising activities of the CRV. Regular participants on the Committee receive complimentary copies of the newsletter and one complimentary copy of each new CRV publication.