



COMMUNICATIONS COMMITTEE COMMISSION

MISSION: This committee will coordinate and oversee the major communication needs of ILCOR to ensure a unified communication strategy. The aim of this group will be to oversee the dissemination the work of ILCOR and increase the international conversations around Resuscitation Science to increase knowledge and diversity internationally. The committee will function in an oversight capacity and report to the ILCOR Board and General Assembly.

REPORTS TO:
ILCOR Board

NUMBER OF MEMBERS:
12

APPOINTED MEMBERS:

- Chair (voting)
- Vice-Chair (voting)
- 10 At-large members (voting)
 - One member will be from the Social Media Work Group
 - One member will be from the Membership and Diversity Committee
 - One member will be from the Digital Communications Work Group

EX-OFFICIO MEMBERS:

- Board Liaison
- ILCOR Coordinator (non-voting)
- ILCOR Operations Manager (non-voting)
- AHA Advisor for Science & Health Advancement (non-voting)
- ILCOR SAC Chair or delegate (non-voting)
- Additional ILCOR Council staff as needed (non-voting)
- Immediate Past Chairman (non-voting)

METHOD OF APPOINTMENT:

Initial Chairperson and members will be appointed by the Board. Subsequent years will follow standard nominations process. Appointment will adhere to the ILCOR policy on appointment. Open positions for members, Chair and Vice Chair will be posted on the ILCOR website and applications will be accepted from all qualified candidates.

The ILCOR nominating committee will make recommendations to ILCOR Board for Members, Chair, and Vice-Chair position.

If all applicants are equally qualified the offer of an appointment will consider the following priorities in order:

1. Balance across ILCOR councils
2. Balance across genders

3. Diversity across career levels (early, mid, senior)

TERM OF OFFICE:

- Terms start July 1 and end June 30.
- The Chair and Vice-Chair are appointed for a 3-year term with eligibility for three additional 1-year terms.
- Members are appointed for a 2-year initial term with eligibility for three additional 1-year terms.
- Subsequently, all member terms will be staggered for 2, 3 or 4 years.
- Non-performance will be managed in accordance with ILCOR policy.

FREQUENCY OF MEETINGS, AGENDA, and REPORTS:

Four Committee teleconference meetings a year of the with additional calls/meetings as needed based on Committee's discretion. Quarterly reports are provided to the board, and an annual report is to be shared at the annual ILCOR/GA meetings.

RESPONSIBILITIES:

Provide guidance and advice on ILCOR's major communication needs to ensure advertising, public relations, engagement, science dissemination, and other communications strategies, including, but not limited to:

1. Develop and implement a communication plan for key ILCOR initiatives to reach target audiences.
2. Advise the ILCOR Board on strategic priorities to increase reach and impact to appropriate stakeholders.
3. Ensure all ILCOR communications represent the diversity and aim of the organization
4. Provide alignment of plans to overall strategic direction and integrate plans across ILCOR and its partner Councils.
5. Advice on trends and other environmental factors that might impact ILCOR's information and communications efforts.
6. Provide oversight to the development, implementation and evaluation of ILCOR's occasional paid communication efforts as needed.
7. Provide guidance on marketing and media relationships, new products, and promotions of ILCOR-related activities, initiatives, and projects.
8. Provide guidance on digital communications strategies to enhance ILCOR's presence on digital and social media platforms.
 - Oversight of website
 - Oversight of CoSTR site
 - Oversight of ILCOR handles (e.g. Twitter, Facebook, Instagram, YouTube)

9. Provide guidance on issues related to image, positioning and branding.
10. Recommend and interpret policies that impact communications and engagement functions.
11. Offer advice and support on management of media urgencies and sensitive issues related to ILCOR.
12. Assure that an identification and assessment of relevant risks, with appropriate mitigations and controls identified or implemented and periodically assessed, is included as a part of strategic and operational planning of the function(s) overseen by the committee.
13. Provide support to Scientific Advisory Committee on how best to communicate science review findings.
14. Develop a mechanism for informative communication between Board, SAC and Task Force members.
15. Oversee Social Media working group activities.
16. Oversee Digital Communications Working Group activities.
17. Annual communication needs may include the following:
 - A. Ongoing
 - Website
 - CoSTR Site
 - Social Media Accounts
 - B. Publications
 - CoSTRs for Public Comment
 - Draft Pre-Print CoSTR Summary
 - Published Systematic Review
 - CoSTR Summary-Published Version
 - Additional publications throughout the year
 - Published statements (PAD, Organ Donation, KSL, etc)
 - Commentaries that are placed on the ILCOR site (PLS response to TTM)
 - C. Events
 - World Restart A Heart
 - ILCOR Activities/Messaging
 - Council/Regional Activities
 - Major council meetings
 - Application period
 - Annual meeting
 - Other Relevant non-ILCOR Resuscitation Publications

18. Develop metrics to measure activity and impact of website and social media efforts
19. Create an annual budget for Communications Committee activities