

ELAWR Sub-Committees – 2015-16

1. Conference Planning

Functions: - develop plan for conferences to occur every other year (October 2016); decide on format of conference, key theme, location, speakers, keynote, registration process, promotion, financial management. Develop plan for flow of the day and be available on the day of conference to ensure smooth flow of activities. Evaluate conference.

Significant documents: - “Save the Date” sample/template; Brochures; Eventbrite registration process with support; Key items in Conference Day package including evaluation, certificate of attendance, schedule, map, etc. Call for proposals package template; Process for approval of speakers and Keynote; documents related to engagement of vendors; contract to be signed by speakers & keynote; liability insurance. Financial Management plan with KA accounting support.

Number required: 7-9

2. Early Literacy Café

Functions: -plan and prepare format and topics for twice annual Literacy Cafes; plan locations, prepare promotional materials; registration of event; financial allowance – up to \$200.00 per event (refreshments/honourarium); be available at event to ensure smooth process; evaluate café.

Significant Documents: - template for flyers; Eventbrite or other registration process; evaluation forms/survey monkeys. Liability insurance documentation.

Number required: (5-6)

3. Communications/Promotions/Marketing Project

Functions: - Work with communication specialist hired through LS Award funding to assess ELAWR’s communication needs and research other similar “markets”. Develop a communications and marketing plan for October 2015-Dec 2016. Develop key messages. Develop marketing tools (e.g. videos, etc.); provide liaison to promotional events in the community (e.g. search out events, register ELAWR, develop timetable for members to “participate”). Evaluate effect of communications strategy – e.g. CPT survey

Significant Documents: Logo in various formats; banner template; brochure templates; i-stock photos, ELAWR website and Facebook; twitter handle; ELAWR’s strategic plan (2015-2020).

Number required: (5-8)

4. Social Media (to join forces with #3 – Communications Project for 2015-16)

Functions: - review content and layout annually; ensure domain name and weebly-pro features are “paid” (due May/June 2016); post materials sent by ELAWR members in a timely way; liaise with Facebook contributors?? (post some relevant materials); respond to requests for information; track users, etc.

Key Documents: Weebly pro passwords/access; procedures for posting; access to i-stock photos, logo, etc. for web. Ensure at least 2 members have access to passwords for each of Facebook and Website.

Number required: 2-3

5. Advocacy Project

Functions: Develop an advocacy plan for ELAWR; Survey ELAWR members to establish learning needs for advocacy. Explore leaders in the field of advocacy to initiate a plan to train ELAWR members and community of professionals in Waterloo “at large”. Share lessons learned with other regions. Liaise with conference planning group in October 2016; build relationships with community networks (in conjunction with CPC)

Key Documents: Strategic Plan 2015-2020 (Ingrid Pregel).

Number required: 5-8

6. Family Literacy Day (FLD)

Functions: Coordinate the annual FLD event, including planning, communications, site management, event schedule, and evaluation; liaise with hosting site, participating organizations, performers, and media; oversee “smooth running” of the event including set-up and clean-up

Key Documents: Liability insurance, contract with venue site, contract with performers, contract with rental agencies (for booth tables, stage, A/V equipment, etc.)

Number Required: 5+?

7. Core Planning (CPC)

Functions: - oversee strategic initiatives of ELAWR and update at general meetings; review Terms of Reference; Provide leadership to the group; Develop Resource plan; liaise with other organizations and community initiatives; Evaluate goals of group; develop orientation package for new members.

Key Documents: - Terms of Reference; Goals and Objectives (annual); Strategic Plan 2015-2020; Lynda Silvester Award documents

Number required: 5-6