

Therapeutic Recreation Ontario

Terms of Reference for the Marketing Committee (revised January 2018)

Purpose and Duties

The Marketing Committee meets at the request of the Board or the Chair to make recommendations to the TRO Board of Directors in relation to TR/RT marketing considerations and the impact of the recommendations on TRO processes. This working committee exists to market and promote the TR profession in the province of Ontario in accordance with TRO's standards of practice and strategic direction.

Membership

Committee members must be a member in good standing with TRO.

1. A broadcast invitation to join the committee will be sent to eligible TRO members.
2. The committee will be comprised of a minimum of 3 people to a maximum of 20 from diverse backgrounds.
3. Relevant TRO staff will participate on the committee as non-voting members
4. A quorum of the committee is three committee members, with one being the Chair.

Terms of Office; Appointment, Reappointment, Termination of Membership

1. Annually, the TRO board will appoint a Chair.
2. Committee membership is renewable annually at the invitation of the chair.

Duties and Responsibilities of the Chair and Members

The Marketing Committee is a working committee that:

1. Recommends policies to the Board dealing with marketing.
2. Develop marketing material regarding therapeutic recreation as it relates to various population groups and service sectors.
3. Liaise with key stakeholders to help promote the value of therapeutic recreation within public, non-profit, and commercial agencies.
4. Works with the Board of Directors to ensure marketing material is reflective of TRO values.
5. Prepares documents or reports for the Board or members' consideration.