

## **Advocacy, Communications, and Engagement (ACE) Panel Charter**

### **Purpose of this Advocacy, Communications, and Engagement Panel Charter**

This charter:

1. Sets out the mandate of the panel
2. Outlines the composition of the panel
3. Outlines the required knowledge, skills, and leadership qualities
4. Outlines the specific duties and responsibilities of the panel
5. Outlines the operating principles and procedures
6. Reviews the reporting and communications process
7. Outlines the panel's right for information and independent advice

### **1. Mandate of the Advocacy, Communications, and Engagement Panel**

Accountable to the OMA board of directors with regular reporting and updates to the CEO, the Governance and Nominating Committee (GNC) and the General Assembly Steering Committee (GASC), the Advocacy, Communications, and Engagement Panel provides advice to the association as it relates to member services, member relations/engagement, and its communications and advocacy work. The panel oversees the development of recommendations responding to General Assembly selected priorities related to communications, member services, and member relations.

### **2. Composition**

The panel will be comprised of seven (7) members appointed by the OMA board of directors based on recommendations from the Nominations and Appointments Committee (NAC). The OMA president will also serve on the panel as an ex-officio non-voting member. The Nominations and Appointments Committee (NAC) will support the panel's candidate recruitment and appointment process in accordance with the OMA Appointment Policy and Procedure or a policy that replaces it. Each member of the panel shall not be an employee of the OMA or a member of management. Apart from the OMA president, individuals appointed to the panel must not be directors of the OMA or members of the GASC, GNC or NAC.

Term lengths and term limits for the panel are in accordance with the OMA Appointment Policy and Procedure or a policy that replaces it.

The panel will select its own chair and vice-chair from the panel composition above. The OMA president is not eligible to serve as chair or vice-chair.

### 3. Knowledge, Skills, and Leadership Qualities

The following skill set is normally looked for in the selection of panel members:

#### Knowledge and skills

- Knowledge of the broader physician voice and ability to articulate how strategies could affect physicians or could be best implemented
- Commitment to effective and empowering member engagement
- Ability to represent the perspectives and interest of all physicians regardless of specialty, career stage, location etc.
- Demonstrated commitment to continuous improvement
- Keen interest in advocacy, government relations, and communication, previous experience supporting OMA efforts in these areas an asset
- Knowledge and experience related to equity, diversity, and inclusion

#### Leadership qualities

- Ability to maintain professional, collaborative, and productive working relationships
- Committed to fostering a positive culture that is respectful, civil, and collaborative
- Respect for members, staff, and fellow panel members
- Commitment to sharing knowledge and experience for the benefit of the OMA
- Impartiality, objectivity, and open-mindedness
- Well-developed conflict resolution skills

It is not necessary for any one member of the panel to possess all of the skill set items. However, each skill set item (and parts thereof) should be present in the panel's composition.

### 4. Advocacy, Communications, and Engagement Panel Responsibilities

#### a. Organization Advisory Function (accountable to the board via the CEO)

- Provides input and a members' lens on new and existing OMA services and product offerings that will support members in their professional and personal lives;
- Provides input and a members' lens on member and physician leader engagement strategies;
- Provides input and a members' lens on internal and external communications and advocacy campaigns and issues management approaches as identified by the board and management;
- Serves as a focus group for management/staff to test ideas and concepts related to communications, advocacy, member engagement and member services; and
- Provides input into the OMA's strategic planning process as requested by the CEO

#### b. General Assembly Function (accountable to the board via GASC)

- Oversees assigned Priority and Leadership Group priorities and the development of a plan to address these priorities; and
- Ensures proposed approaches: 1) include involvement of members, 2) are not duplicating the work of other existing OMA committees, task forces, working groups, and 3) considers existing policy on the

matter.

- Provides input into the OMA's strategic planning process as requested by the board and in alignment with the General Assembly charters and the OMA bylaws

c. Other Panel Functions

- Communicates with other committees, panels, working groups and task forces as required
- Works collaboratively with OMA staff and management to deliver on the panel's mandate
- Provides updates, as necessary, to relevant leadership groups including the OMA Board of Directors and the General Assembly (e.g., the General Assembly meeting)

## 5. Operating Principles and Procedures

The Advocacy, Communications, and Engagement Panel shall fulfill its responsibilities within the context of the following principles and procedures:

a. Values

The panel will act in a manner that values the contribution of the staff and management of the OMA. It expects its members to operate in compliance with the OMA's Code of Conduct and Civility, Conflict of Interest policies, and other related policies and with all applicable laws and regulations governing OMA.

b. Annual Workplan

The panel develops and approves an annual workplan which, amongst other things, will describe the activities in which the panel will engage for the purpose of carrying out the responsibilities as set out in this charter. This workplan will be shared with the board, GNC, and GASC annually or as requested.

c. Meeting Agenda

Panel meeting agendas shall be the responsibility of the chair of the panel in consultation with management and panel members.

d. Panel Expectations and Information Needs

The panel expects that all reasonably required and available materials for regularly scheduled meetings will be received within a reasonable time frame in advance of each meeting (e.g. 5 days or as agreed to by the panel). Material timelines for ad hoc meetings will be determined jointly by the chair and staff on a case-by-case basis.

e. Self Assessment

The panel shall periodically review, discuss and assess its own performance, role, responsibilities and terms of reference as specified in the charter.

#### **f. Meeting Logistics**

- i. All meetings shall be conducted in accordance with the Ontario Not-For-Profit Act (ONCA), the OMA bylaws, and on points not covered by the Act or by the bylaws, the latest edition of Nathan's Company Meetings: including Rules of Order by H.R. Nathan Q.C.
- ii. The panel shall meet at least quarterly, or more frequently as circumstances and workplan dictate. Meetings shall be held at the call of the chair or upon the request of two (2) members of the panel;
- iii. A quorum shall be a majority of the members;
- iv. OMA staff shall act as secretary of all meetings of the panel;
- v. In the absence of the chair and vice-chair, the panel members present shall appoint an acting chair;
- vi. A copy of the minutes of each meeting shall be provided to each member of the panel routinely and, when requested, to any member of the board, GNC or GASC in a timely fashion.

As part of the appointment and reappointment process, members will sign an attestation acknowledging their agreement and commitment to the panel's operating principles and procedures and other key OMA policies and procedures.

#### **6. Reporting and Communications**

The chair, and where warranted the other members of the panel, are expected to have direct, open and candid communications throughout the year with GNC, GASC, the board, the CEO and other key advisors as applicable.

Accountable to board via GNC and GASC, the panel, through its chair, shall report after each meeting on key actions taken by the panel.

It is expected that the panel will report at least annually to the board (more frequently should the workplan require it), and regularly to members of the General Assembly. Members will be apprised of the work of the panel through board and operational updates and other opportunities like the Annual General Meeting as appropriate.

#### **7. Information and Independent Advice**

The panel can request access to relevant OMA information, documents, and records necessary to carry out its duties and responsibilities (except in camera records or restricted embargoed records), including reports from external counsel including a lawyer, accountant, consultant or any other advisor/professional.

In contributing to the panel fulfilling its duties under this charter, each member of the panel shall be entitled to rely in good faith upon: (i) any report or advice of an officer or employee of the OMA, if it is reasonable in the circumstances to rely on the report or advice; or (ii) any report of a lawyer, accountant, engineer, appraiser or other person whose profession lends credibility to a statement made by them.