

<b>Committee Name:</b>	Public Education Task Force	<b>Type:</b>	Ad hoc committee
<b>Chairperson:</b>	Appointed by Advocacy Committee Steering Committee	<b>Vice-Chair:</b>	None
<b>Responsible to:</b>	Advocacy Steering Committee	<b>AAA Administration Support:</b>	Executive Director AAA Administration
<b>Authority and Purpose:</b>	<p>This task force is established under the authority of the Advocacy Steering Committee.</p> <p>The purpose of this task force is to support the portion of the mandate of the AAA's advocacy strategy as it relates to public education.</p>		
<b>Composition:</b>	<ul style="list-style-type: none"> <li>• The task force Chair is appointed by the Advocacy Committee Steering Committee</li> <li>• Task force members are appointed by the Chair</li> <li>• The task force shall have a minimum of 3 members</li> <li>• Task force members must all be members in good standing of the AAA</li> </ul>		
<b>Term of Office:</b>	<ul style="list-style-type: none"> <li>• Task force members serve a one (1) year term.</li> <li>• The annual term shall be from January 1 each year.</li> <li>• All members may be reappointed for additional terms, with a goal of creating an ongoing succession strategy with overlap of some new and some experienced task force members.</li> </ul>		
<b>Criteria</b>	<p>The task force will help the AAA move forward on the public education mandate from within the Advocacy Strategy. The task force terms of reference and mandates are approved by the Advocacy Steering Committee.</p>		

## SPECIFIC AREAS OF RESPONSIBILITY

<b>Mandate:</b>	<p><b>Strategy recommendations</b> - The task force will make recommendations to the Advocacy Steering Committee who are responsible for setting the high-level strategy for the AAA's external relations activities related to promotion of public awareness, understanding and value of the professions of architecture and licensed interior design.</p> <p><b>Policy recommendations</b> – the task force may identify areas where the AAA does not have an established position statement or policy that can be communicated and will bring forward recommended positions/policies for consideration of the Steering Committee or AAA Council as appropriate.</p> <p><b>Resource recommendations</b> - The task force will make recommendations to the Advocacy Steering Committee for resources required to meet established objectives.</p> <p><b>Implementation of tactics</b> - The task force will represent the position of the AAA and promote awareness and understanding of the professions through a variety of initiatives as established in the annual work plan.</p> <p><b>Reporting</b> – The task force will be responsible for providing regular reports to the Advocacy Steering Committee, and upon request, the AAA Executive Director. The frequency of these reports will vary, depending on the level of activity.</p>
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**Deliverables:**

The task force will work with a variety of internal resources, including the Advocacy Steering Committee, AAA administration and from time-to-time, consultants engaged by the AAA.

- **Issue identification** - identify issues related to the professions of architecture and licensed interior design that they feel the AAA, as a regulatory body, may choose to address through public education strategies.
- **Stakeholder identification** – determine who the stakeholders are that the AAA should be working with, including such groups as government (individuals, departments, committees), school boards, other industry organizations, and private sector.
- **Key message development and delivery** – develop and deliver relevant messaging for the purposes of consistent communication.
- **Develop and/or update an annual work plan** - on a yearly basis, for approval by the Advocacy Steering Committee, develop a work plan that includes objectives, tactics, timelines, metrics and resources required in support of the approved strategy. Report on the work plan to the Steering Committee on a regular basis (specific reporting timeframe to be determined).
- **Collaboration** – where possible and relevant, on behalf of AAA collaborate with other industry (regulatory or advocacy) organizations to achieve AAA objectives.

**Meetings,  
Timeframes, and  
Deadlines:**

The task force will set its own meeting schedule as they determine necessary. Meetings may be in person, via conference call or web technology.

**Proposed Approval  
/ Review Date:**

These terms of reference shall be reviewed annually, in the first quarter of the year.

Date for review: January 2020