

## **Education & Outreach Sub-Committee**

### **Report – October 26, 2015**

Members - Susan Ratz, Mary Ann Hodge, Christina Baranik

Clarification regarding communication was received from the ACE Committee Secretary Betty Mercier.

Key notes are:

- ACE is unable to have it's own social media accounts such as Twitter or Facebook.
- Public events initiated by ACE need to be approved by Council through a recommendation from ACE.
- ACE can create printed materials such as brochures, fact pages and/or checklists.
- ACE can not conduct media outreach initiatives such as issuing press releases or calling reporters.
- Media requests should be referred to the Chair of ACE.
- At no time should a Member of ACE speak on behalf of ACE without the ACE recommending they do so.
- The Corporate Communications Department does not provide support to the Advisory Committees.

A meeting between the members of the sub-committee and Jay Stanford is scheduled for October 28<sup>th</sup> to help members better understand current education & outreach efforts and identify opportunities for ACE to support or be involved with existing outreach including events.