

Terms of Reference for the ACLS Public Awareness Committee

Conferred by	Created on Direction from the ACLS Council.
Committee Members	Shall consist of a chairman, appointed by the Committee and a number of members of the Association, determined also by the committee. A member of the ACLS council will sit on the Committee and act as the liaison with Council. Terms of service of Committee members are 2 years for general members, 1 year for the Chairman. A rotational system will be used to ensure continuity between every term.
Mission	<p>The committee is to make recommendations to Council on public awareness initiatives and implement them. The ACLS will perform public awareness activities in order to:</p> <ul style="list-style-type: none"> ○ Make the public aware of the value of CLSs in society; and ○ Attract new people to the CLS profession.
Terms of Reference	<ol style="list-style-type: none"> 1. Make recommendations for changes in public awareness initiatives. 2. Develop and implement public awareness initiatives set out by Council. 3. Annually review the effectiveness of the ACLS public awareness activities. 4. Encourage members to act as ambassadors for recruitment into the CLS profession and educate the public on the vital role of surveyors in society.
Activities for 2004	<ol style="list-style-type: none"> 1. Monthly teleconferencing. 2. Draft a Communications Plan for public awareness and to attract new candidates. 3. Implement the plan including producing publicity material 4. Report to Council on Committee matters and progress. 5. Report to the 2005 AGM.
Budget	\$500 for Committee meeting costs. Council must approve special projects requiring funds.