



Membership Advisory Committee (MAC) Terms of Reference

Purpose

As a voluntary membership based organization, it is essential that the CFPC has input/feedback from members themselves on the relevance and effectiveness of our policies, programs, and products related to areas such as member recruitment and retention, member communications, and the determination of membership categories and special designations.

The MAC will provide advice and recommendations related to these areas, including recommendations for the strategies the College should consider employing to gain input/feedback on issues under discussion from members themselves.

Responsibilities

Member Recruitment and Retention

To review, evaluate and make recommendations regarding:

- Membership attrition
- CFPC programs /strategies/surveys to measure membership satisfaction
- Strategies to (i) attract new or former members to join the College and (ii) to retain present members
- CFPC's member programs, products and services(including those developed by the College itself or by 3rd parties)

The above should include focus on both the total membership as well as portions of membership based on demographic and practice differences.

Member Communications

- To recommend guidelines for and evaluate the effectiveness of messaging to members using different communications vehicles (e.g. letters, emails, e- blasts, website, journal)
- To evaluate effectiveness of CFPC communications on behalf of members to non- member audiences, e.g. public, government, media, other physician and health professional groups.

Updated May 12, 2015

- To promote and evaluate the effectiveness of communications related to CFPC issues within Chapters, between Chapters, and between Chapters & National.

Membership Categories and Special Designations

- To regularly (annually) review the definitions and criteria for CFPC membership categories and special designations and make recommendations for amendments when necessary.
- To review and make recommendations on policies and protocols for the granting, suspension and revocation of CFPC membership and special designations.

Type of Committee

The Membership Advisory Committee is a national committee of the Board

Accountability

The Membership Advisory Committee will report through the CFPC Executive Committee to the Board.

Committee Membership

There will be a representative of each CFPC Chapter and the Section of Residents. (Possible future consideration for representatives from the Section of Medical Students, Section of Teachers, Section of Researchers)

Each Chapter/Section representative must have a position on or direct reporting link to his/her Chapter/Section Board or Executive.

Chair

The Chair shall be selected by CFPC Executive Committee as per CFPC policy.

Term of Office

There shall be a three-year term of office for the Chair and each Committee member (renewable once).

Support Staff

The Executive Director, Member and External Relations shall be the responsible senior staff director and shall be supported by staff in the CFPC Marketing and Membership Services Department.

Current Membership (May 2015)

Dr. Norah Duggan, Chair – NL – since March 2013
Dr. Sandy Barlow – BC – since March 2014
Dr. Fred Janke – AB – since March 2013
Dr. Myles Deutscher – SK – since September 2013
Dr. Tamara Buchel, MB – since March 2013
Dr. Michael Lee-Poy – ON – since March, 2013
Dr. Caroline Laberge – QC – since March 2014
Dr. Michelle Ciach – NS – since September 2010
Dr. Cynthia Savoy – NB – since September 2012
Dr. Elizabeth Mate – NL – since March 2013
Dr. Katherine Burleigh – PEI – since September 2013
Dr. Treena Greene – NU – March 2011
Dr. Scott MacLean – FFYFPC Chair, AB – since November 2012
Dr. Mae Cossette-Martin – SOR – since March 2014
Cheyanne Vetter – SOMS – since March 2014

CFPC Staff:

Eric Mang, Executive Director, Member and External Relations
Carol Costa, Director, Marketing and Membership Services
Patricia Marturano, Member Care Centre Manager

Type of Committee:

National

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