



## **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 3<sup>rd</sup> 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 March 2021*

- 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.