



TF-Communications and Public Relations Terms of Reference

September 2009

The Task Force on Public Relations and Information Dissemination, TF-PR, was first established under the auspices of TERENA on 1 October 2003. In September 2009, the name changed to TF-CPR, the Task Force on Communications and Public Relations, which participants agreed better reflects the broader nature of their activities. TF-CPR promotes collaboration between research and education networking organisations in Europe in the areas of communications, marketing and public relations, through activities at the level of Communications / PR Officers / Marketing Managers.

Aim

To exchange ideas, experiences, methods and techniques among research and education networking organisations in order to improve their communications with organisations and individuals that use their services, and with other organisations that are relevant for the research and education networking community.

The task force is open to staff of research and education networking organisations who have (or plan to have) communications, marketing and public relations tasks and who can offer the appropriate expertise, manpower, equipment or services.

Chair

The chair of the task force will be Goran Skvarc (CARNet) and the deputy chair Maria Ristkok (EENet). The chair is responsible for preparing the agenda of each meeting, and for coordinating the work of the task force. The chair is also responsible for ensuring that any agreed deliverables are produced.

The secretary of the task force is a member of staff of the TERENA Secretariat. He / she is responsible for taking the minutes at each meeting, and for making logistical arrangements as necessary.

Mandate

The task force has worked in 2-year mandate periods: the first from 1 October 2003 until 1 October 2005; the second from 1 October 2005 until 1 October 2007; the third from 1 October 2007 until 1 October 2009. The re-named task force will operate with a new 2-year mandate, starting 1 October 2009. A report on the progress of the task force and the results achieved will be presented to the General Assembly at each TERENA Networking Conference.

The mandate of the task force may only be renewed by the TERENA Executive Committee (TEC). If the mandate is not renewed, the task force will be dissolved. The task force may also be dissolved if the TEC considers that it is making insufficient progress, the TEC considers the activities are no longer useful or relevant, or if the task force chair resigns and no replacement can be found.

The task force will meet at least two times per year. TF-CPR will also come together at the TERENA Networking Conferences. Additional smaller meetings for specific subjects can be organised as well. TF-CPR will collaborate with other task forces, such as TF-MSP (Management of Service Portfolios), when deemed mutually beneficial.

Administration

Reports and other results of the task force will generally be placed in the public domain. The task force has a mailing list: tf-cpr@terena.org. A separate mailing list for people receiving PeaR news announcements is news@terena.org.

List of Deliverables

Code	Title and description	Actions	Deadline	Coordinator/ Deputy
A	TF-CPR Workshops Hands-on workshops within TF-CPR meetings, to enable participants to exchange ideas and methods for improving communications activities. Approximately two per year.	At end of meetings collect ideas for topics for following event. Recruit local (technical) experts where possible to participate. Add documentation to 'reference library' (below).	Every Meeting	Contributors: All participants Coordinator: Goran Skvarc Deputy: local meeting organiser
B	PeaR 'News wire' on TERENA website (Community News) where members can post news / announcements for weekly distribution to a mailing list.	Improve and promote the existing news wire service, within the NRENs as first priority. Help clean up and expand the mailing list.	Currently Running (weekly)	Contributors: All participants Coordinator: Cristina Lorenzo Fernandez Deputy: Gabriela Krcmarova
C	TF-CPR Compendium Compendium of communications and public relations activities of NRENs in Europe. Provides annual comparative overview of both the resources dedicated and the scope of activities.	Implement changes in collection survey questions and methods. Produce TF-CPR Compendium	Present final version at TERENA Networking Conference	Contributors: All participants Coordinator: Lonneke Walk Deputy: Carrie Solomon
D	TF-CPR Library (name tbc) Sortable collection of information / data / files / best practice / policies and agreements / 'how to...' sheets / messages / graphics etc. of common interest, accessible via the TF-CPR website / wiki. (Includes and replaces existing 'PR Tool Kit'.)	Collect component materials beginning with existing TF-PR materials, expand according to demand / need. Initial topic: eduroam (Laura Durnford). Make accessible (using links to information, upload only when necessary). Promote availability of the resource.	Ongoing – announce updates at each meeting.	Coordinators: All members to coordinate collection of materials relating to specific topics that meet their own needs or interests. All to provide links / content.

New deliverables may be added as the task force sees fit.