

TERMS OF REFERENCE

***WestWord* Review Task Force: 2016**

General Purpose

The *WestWord* Review Task Force is being created to review all facets of *WestWord*, including content, frequency, design and layout, and distribution. *WestWord* comprises about 10% of our total expenses, costing on average more than \$9000 per issue, which translates to \$55-60,000 per year when delivered bi-monthly. *WestWord* is also considered one of our major member benefits.

Given the WGA's financial picture and deficit situation, we have reduced issues from six to four this fiscal year in order to save costs, netting us a savings of roughly \$18,000 in 2016/17. As part of its *WestWord* review, the task force will analyze the pros and cons of moving to online digital distribution only.

Key Duties and Responsibilities

The task force will be comprised of volunteers who will investigate alternatives for *WestWord*'s future delivery and composition and present findings in a report with recommendations to the Board of Directors. All decision-making authority rests with the Board. Key duties will include:

- Provide input for *WestWord* review survey questions to be submitted to membership
- Review membership's survey results and use results to inform recommendations
- Review the pros and cons of moving to online digital distribution only
- Evaluate summary research of digital magazine builders and software to publish content online
- Provide recommendations (if warranted) for a new template, editorial strategy and estimated budget
- Suggest strategies and tactics for a *WestWord* transition plan, including communications with members

Composition and Appointments

Chair: Fran Kimmel, Secretary, WGA Board of Directors

Members: 4 to 6 WGA members who have an interest in exploring *WestWord*'s future direction and are able to commit to timelines between September and December 2016. While no remuneration will be paid to volunteers, out-of-pocket expenses will be covered.

Ex-officio Members: Board President and Executive Director

Meetings

The Task Force will hold at least two telephone meetings and one full day in-person meeting at a date and location (likely Red Deer) to be agreed upon by Task Force members. Additional telephone meetings will be determined by the Chair. The Task Force will be disbanded in December 2016.

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Resources

Financial – Budget will be allocated for expenses related to the full-day meeting including venue, lunch, refreshments, and mileage reimbursement for travelling task force members.

Staff – Staff persons will be assigned by the Executive Director to support the activities of the Task Force including preliminary research, recruitment of Task Force members, communications to members, distribution of the survey and compilation of the survey results. Staff will be responsible for carrying through on actions recommended by the Task Force and approved by the Board.

Reporting

The Chair will report Task Force progress at regular Board meetings in 2016. The Chair will present the Task Force's final report with recommendations at the January 4, 2017 board meeting.

Project Workplan and Timelines* - September to December 2016

Task	Timeframe	Who	2016 Completion Date
Recruit Task Force members	6 weeks	Staff/Chair/Board	August 31
Develop preliminary set of survey questions to be reviewed by the Task Force	6 weeks	Staff/Chair with input from Board	August 31
Research electronic magazine builders/software and costs	6 weeks	Staff assigned by ED	August 31
Email survey to task force for review		Chair	September 19
First Task Force Conference Call	1.5 hours	Task Force	September 26
Send survey to members and accept submissions	As needed	Staff	October 3 - 17
Second Task Force Conference Call	1.5 hours	Task Force	October 17
Compile survey results	As needed	Staff	November 1
Full day in person meeting	8 hours	Task Force	November 19
Follow-up conference calls – as called by the chair	Up to 1.5 hours per meeting as needed	Task Force	November 30
Creation of report with recommendations based on Task Force input	As needed	Chair	December 15
Presentation of report to Board	20 minutes	Chair	January 4, 2017

*Workplan and timelines can be adjusted based on input and recommendations from the Task Force.