



MEMORANDUM

TO/À: All Dominion Command Committee
Chairpersons
DEC members

FROM/DE: Dominion President

**SUBJECT/
OJECT:** 2018 – 2020 Committee Mandate Letter

FILE/ 29-1
DOSSIER:

DATE/ 4 October 2018
DATE:

Comrades,

Convention has come and gone, new chairs have been appointed, we have some new faces around the boardroom table and now is the time to get back to work with enthusiasm.

By now I hope that all the chairs have had the opportunity to talk to their Committee predecessors to be brought up to speed with what they have been doing and what's being brought forward for completion. This is important as it gives the Committee continuity going forward. Attached you will find specific objectives which correspond to the Strategic Plan that will guide your committee in its business over the next two years.

I must remind all committee Chairs that it is my intention to reconvene the Committees Of The Whole. For those of you who do not remember the Committee of the Whole from years ago, it is made up from all the respective chairs from each of the Provincial Commands. For example, the committee of the whole for Membership includes all the Provincial Membership Chairs plus the Dominion Command Membership Committee members and the same would be for all the other committees as well. With today's technology, face-to-face meetings are not needed for passing along information and having an open discussion.

I ask that all Committee Chairs convene a teleconference of their committee of the whole every three months or so. This will be an important tool for all the committees to use going forward in their planning and it will allow greater feedback from the provinces to help guide you as to the will of their members.

The Strategic Plan is in place and all members of DEC should be in possession of the full plan. All chairs, members as well, should take the time to go over it and use it as your guideline to going forward within your committee. Pay close attention to the timelines as there are several timelines mentioned in the plan that must be adhered to and in doing so, it would make the plan work so much easier. Don't wait till 2026 to

figure out that you cannot reach your goals because not enough attention was made to them.

I ask that all committees pay close attention to my three main objectives as stated at the close of convention; when a committee meets and discusses issues:

- Does it increase Membership?
- Does this need to go to The Going Forward Committee or does it fit into the Strategic Plan?
- Will this help increase exposure for our brand name?

Keeping in mind all three of my objectives will help our organization move forward in leaps and bounds.

As a final note, I ask that all chairs regularly talk to each other concerning the Strategic Plan and my three objectives. Communication is a key element for any large organization to flourish and I encourage everyone when we meet either in a boardroom or for a coffee to keep those lines of communication open.

No more barriers comrades... Out Of The Box thinking is a must.

Keeping The Royal Canadian Legion relevant is a full time job and I believe we have the right team in place for the next two years!

KNOWLEDGE IS POWER... let us share that power.



Thomas D. Irvine, CD
Dominion President

Atts:

COMMITTEE MANDATES

Applicable to all:

- Review and update terms of reference
- Develop effective and specific business plans appropriate to committee activities
- Cost containment and financial stewardship – use of teleconferences wherever possible
- Continual program review and evaluation using measurement/benefit criteria
- Review and engage marketing department
- Engage provincial command chairperson via regularly scheduled teleconferences (Committee of the Whole)
- Ensure coordination of committee activities with other Dominion Command committees

COMMITTEES

VSS:

- Continue monitoring of veterans issues and advocacy
- The development of resolutions to address those issues
- Continue to monitor seniors issues and advocacy and develop effective resolutions
- Review and make recommendations on specific veteran/senior programs that would warrant legion support/endorsement
- Coordinate with the P&R Committee to provide financial support to relevant programs
- Monitor VAC internal media on issues related to veterans
- Engage the OSI Special Section

Poppy and Remembrance:

- Continue the review and updating of the Poppy Manual
- Review poppy trademark and products
- Poppy/remembrance promotion plan
- Develop a commemorations plan of events up to and including the Legion's Centenary celebrations in 2026

Sports:

- Review of all member sports to ensure financial viability
- Review the track and field's program
- Review the possibility of centralizing sporting events including member and T&F
- Explore the possibility of open participation in member sports

Membership:

- Develop recruiting, renewal and retention plans
- Form a subcommittee with particular emphasis on developing a retention program

- Investigate changes to membership application process and forms to make it easier for the branches and reduce their workload
- Investigate the possibility of membership programs/seminars and focus groups
- Request “all” Dominion Committee’s input on membership
- Conduct membership teleconferences with the membership chairs of all commands
- Continue to monitor the weekly membership updates
- Fully implement and monitor the “mentorship” and “hospitality” programs

Public Relations:

- Develop a full 5 year action plan in consultation with other committees
- Develop a public relations plan and production plan
- With the assistance of marketing, develop materials to be used in PR forums
- Ensure close coordination of PR and marketing activities

Ritual and Awards:

- Fully development a volunteer recognition program
- Review current recognition processes
- Review the present criteria for awards approval

Defence and Security:

- Continue to monitor issues within CAF and RCMP
- Increase outreach and presence to CAF and RCMP
- Develop resolutions for presentation to government

Constitution and Laws:

- Continual monitoring of C&L issues across the legion
- Provision of advice to the SEO’s and senior management, when requested

RCEL:

- Continual monitoring of RCEL Caribbean countries issues
- Liaison with RCEL London

Veterans’ Consultation Group:

- Continue effective communications and liaison with various veterans organizations
- Conduct meetings as scheduled with various veterans organizations

Going Forward Committee

- Continue development of the Strategic Plan
- Coordinate where necessary intra committee plans