



Terms of Reference Awareness Committee

Objectives:

The Awareness Committee will focus on activities that align with and work to achieve select desired goals of the strategic plan. This includes advising the Board on strategies and approaches that will reinforce ARIDO's value proposition to Members and the industry, including several areas related building awareness of ARIDO's work to external stakeholders and continuing the development of EDI awareness to ARIDO members. It is expected that this Committee may liaise and consult with other committees as needed, in the delivery of their mandates. It is the objective of this Committee to build upon existing strategies deployed to date and recommend/develop new approaches that align with the current Strategic Plan.

Awareness Committee Responsibilities and Scope:

The ARIDO Board of Directors has determined the scope for this volunteer group as follows:

1. Develop an evidence-based ARIDO Awareness Strategy & Plan by researching best practices, case studies, and leveraging market research, that considers the following:
 - a. Broadly effective strategies and tools that will result in content that will reinforce ARIDO's value proposition to Members and the industry, including several areas related building awareness of ARIDO's work to external stakeholders and continuing the development of EDI awareness to ARIDO members
 - b. Conducting research to further strengthen the following proposed initiatives by assessing their potential impact, identifying leading practices, and recommending effective implementation approaches:
 - i. Communicate ARIDO's involvement and progress on social media and with third-party partners.
 - ii. Encourage leadership teams to lead by example in championing education, increased representation, and open discussion of diversity and equity issues.
 - iii. Use the awareness calendar to communicate ARIDO's involvement, progress, and commitment to diversity, equity, inclusion, and accessibility throughout the year.
 - iv. Promote the design profession and industry to underrepresented communities, newcomers, diverse professionals, and high school student populations.
 - v. Support increased ARIDO presence with diverse and underrepresented community groups and associations across Ontario through communications and promotional opportunities.
 - vi. Communicate ARIDO's involvement and progress on social media and with third-party partners.
 - vii. Support communication that encourages education, increased representation, and open discussion of diversity and equity issues.

General:

- Deliver monthly reports to the ARIDO Board of Directors.
- Liaise and consult with other ARIDO Committees as necessary for the fulfillment of their mandate.

Detailed Volunteer Responsibilities:

The detailed mandate of this committee is as follows:

- Work with staff to develop proposed approaches and strategies in meeting their scope and mandate.
- Assist where practice related insight, oversight or content may be required.

Detailed Staff Responsibilities:

The ARIDO Staff will be responsible for:

- Coordinating committee meetings.
- Minutes that document action items and decisions.
- Working with the Chair(s) in drafting proposals that require approval by the ARIDO Board.
- Lead any operations or logistics required to execute the scope and deliverables.
- Liaise with other staff as required to execute the scope and deliverables.

Reporting:

This Committee reports directly to the **ARIDO Board of Directors**.

The Committee has no formal decision-making authority and brings forward **recommendations** for Board consideration.

Chair(s) of the Committee:

The committee will have a Chair(s) that is a current voting Director(s) on the ARIDO Board of Directors.

Structure:

- The Committee shall consist of 5–7 volunteers
- Membership should strive to include students, interns, early-career professionals, and diverse perspectives, including equity-deserving groups

Committee meetings will be chaired by the Committee Chair. The ED will assign ARIDO staff to provide administrative and operational support.

The Chair will:

- Set agendas and chair meetings
- Determine consensus and assign tasks
- Act as the primary liaison to the ARIDO Board
- Ensure inclusion of the Charter of Respect at the start of meetings

Qualifications:

This Committee shall consist of 5-7 volunteers. Members of this Committee may be ARIDO members in good standing.

Term:

- One-year term, reaffirmed annually by the ARIDO Board
- Members may be replaced upon expiry of their term

- Members may be removed after three (3) consecutive missed meetings, in accordance with ARIDO policy

Approval Date: 2026-05-21

Effective Date: 2026-05-21

Next Scheduled Date for Review: March 2027