Terms of Reference

NABCI-Canada Communications Subcommittee:

Revamping NABCI-Canada’s Website

Note: These terms of reference primarily outline the tasks of the Communications Subcommittee associated with revamping the NABCI-Canada website. In the future, after this particular project is complete, the membership and functions of this subcommittee will evolve as new needs/projects emerge (e.g., input on communications products, NABCI-Canada Newsletter, etc.).

# Background

The North American Bird Conservation Initiative (NABCI) in Canada has existed since 1999. With the formation of a new Executive Council, and filling the vacant coordinator position in August 2016, NABCI-Canada has undergone a renewal process. In May 2017, the NABCI-Canada Council discussed its roles and functions within the context of bird conservation in Canada and continentally. Council agreed to the following four main roles: coordinate, **communicate,** track bird conservation and influence policy. For a description of these roles, please refer to Appendix A.

Communication is central to NABCI-Canada given these roles, and redeveloping NABCI-Canada’s website is a pivotal step to ensure that key resources are easily accessible within the bird conservation community and that NABCI-Canada develops its profile. Through Environment and Climate Change Canada, NABCI-Canada Council will contract the services of a Web Developer/Designer ([AN Design](http://an-design.ca/)) to redesign the NABCI website ([www.nabci.net](http://www.nabci.net)) to reflect the goals, objectives, target audiences, and key messages.

The website will have four potential primary purposes:

1. The first is to serve as a way for interested parties to learn how to get involved in bird conservation and with the NABCI partnerships. The bird conservation community is complex, and this website aims to guide individuals involved with conservation to resources relevant to their work (e.g., links to relevant bird conservation initiatives).
2. The second is to provide a space for NABCI-Canada products (e.g., the State of the Birds reports and newsletter) and an online clearinghouse for documents related to the NABCI-Canada Council and its subcommittees (e.g., Council membership list, meeting agenda and minutes, etc.).
3. The third function will be to serve as a sharepoint site with a members-only login area where internal documents will be shared amongst NABCI-Canada Council and ex-officio members.
4. The fourth potential utility of the website could be to host a platform for illustrating bird conservation activities in Canada, likely using a platform resembling [Esri Story Maps by ArcGis](https://storymaps.arcgis.com/en/), aligning well with the role of tracking bird conservation.

**Membership**

Members will be knowledgeable of birds, bird conservation initiatives and partnerships in Canada and have communications skills.

## Tasks

* Develop strategies for promoting NABCI-Canada to ensure it is well-known in the wildlife conservation community
* Review old web content for accuracy and up to date information
* Collaborate on the development of new web content\*
* Provide input on site hierarchy, organization of content and relevancy/usefulness of web pages

\* Note: The Web Developer/Designer that has been contracted to revamp the website and migrate it to WordPress will also review the content of the website and rewrite sections to make the language “web friendly”, maximize Search Engine Optimization (SEO) and as accessible to the public as possible.

To accomplish these tasks, members will be required to attend regular (as needed) teleconferences organized by Veronica Aponte.

## Timeframe

**Start date:** Mid-November 2017

**End date:** End of March 2018

**Estimated time commitment:** A maximum of 2 hours every other week

**Appendix A – NABCI-Canada roles and associated functions**

1. **Coordinate, NABCI-Canada will:**
	* Offer guidance on bird conservation in Canada
	* Facilitate partnerships between governments, industry and ENGOs
	* Integrate the separate bird initiatives
	* Coordinate bird conservation at the national and international level to ensure that it is efficient and harmonious
2. **Communicate, NABCI-Canada will:**
	* Use various media platforms to communicate about the state of bird conservation and what is being done for birds to the bird conservation community and the general public, at the national and international scale
3. **Track Bird Conservation, NABCI-Canada will:**
	* Be a central repository of information and resources on bird conservation
	* Track progress on bird conservation actions at the national level
4. **Influence Policy, NABCI-Canada will:**
	* Promote BMPs
	* Influence policy that affects birds in Canada and/or internationally