

BNA Engagement Committee

Terms of Reference

These Terms of Reference (ToR) are to describe the purpose, scope and authority of the Committee. They do not constitute part of the formal governance of the BNA. Instead, they are intended as a tool to help guide the group's activities and help it to generate useful outcomes.

Name: BNA Engagement Committee

Background: Engagement with our members and wider society are core activities of the British Neuroscience Association (BNA) related to core our strategic pillars “Connect” and “Inform”.

Purpose: The Engagement Committee will lead on BNA membership engagement and retention strategies including overseeing our Local Groups. Further, the Engagement Committee will lead internal and external communications strategies including oversight of our journal Brain and Neuroscience Advances, content of the BNA website, and public engagement activities.

Committee members will be expected to:

- Discuss high level strategy for membership engagement and retention including:
 - Discussing minutes from the Early Career Researcher Advisory board Local Groups meetings, and developing novel ways to support ECRs and local groups when needed
 - Advising council on effective communications strategy to enhance understanding of the value of membership across career stages to current and prospective members
- Oversee external communications and partnerships of BNA including:
 - Reviewing minutes from Journal Editorial board and promoting journal submissions to members and neuroscientists worldwide
 - Working with the executive team to generate content for the BNA website
 - Discussing minutes of the Partnerships Advisory Board and horizon scanning for new partnerships for BNA
- Oversee public engagement activities and strategy of the BNA including:
 - Oversight of event-associated public engagement activities
 - Discuss strategies to make BNA the most trusted voice of neuroscience in the UK including for example interactions with the Science Media Centre and interactions with media around important BNA events eg press releases of important Festival of Neuroscience presentations.

Authority: Committee members will advise the BNA Council on actions, activities, views and communications of BNA led membership and engagement-related activities. The Engagement Committee does not have decision-making powers on behalf of the BNA, unless delegated to by Council.

Membership: The Committee will be composed of 8-12 members. Committee members will reflect the breadth of BNA member categories and interests, including:

Voting members:

- Past President Trustee [CHAIR],
- Local Groups Coordinator
- Journal EIC

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- One member of the Equity, Diversity, and Inclusion Advisory board
- One member of the Early Career Researchers Advisory board
- One member of the Partnerships Advisory board
- Further representatives from across the membership, and representatives from other BNA committees and Advisory Boards to ensure cross-talk across BNA strategic areas.

Staff lead: Marketing and Communications Manager

Additional Committee Members with relevant expertise may be co-opted onto the Committee as needed – these will not be voting members.

Appointments are decided and total size is regulated by the Committee, with Committee Members expected to serve a term of three years.

Accountability:

- All Committee Members must be familiar with the BNA's Association policies, in particular the Equity, Diversity and Inclusion policy.
- All group members must agree to follow the BNA's 'Guidelines for individuals representing or acting on behalf of the BNA' and complete a Conflict of Interests form.
- Committee Members are expected to attend, contribute to the discussion and read supporting documentation ahead of meetings.

Meeting arrangements: 4 times per year. An agenda and supporting documentation will be submitted beforehand to ensure the meeting is optimal in terms of decision making. The group needs to have 50% of members present to be quorate.

Reporting: The Chair will provide formal meeting minutes to the Council.

Review: The ToR can be reviewed at any time, but at least every four years.