

Research, Media, Education, and Communications (RMEC) Committee

Reports to: Executive Operations Committee (EOC)

Proposed Chair: Andrea Stuska, TD Insurance

Proposed Vice Chair: Stephanie Kotani, Scotia Insurance

Working with CAFII's Executive Director, responsible for:

- Formulating strategy, making recommendations, and providing accountability reports and updates to the EOC, and ultimately via the EOC to the Board, on CAFII's implementation of its Strategic Plan priority of commissioning independent, third party research on matters related to credit protection insurance (CPI) and related issues relevant to CAFII's mandate, in support of CAFII's regulatory relationship-building, communications, and advocacy objectives including its communications and media objectives;
- Monitoring the implementation and execution of CAFII research initiatives, following Board approval;
- Formulating the strategy for and overseeing implementation of CAFII education and insight-sharing initiatives which flow from the Association's commissioned research and targeted at insurance regulators and policy-makers, and other stakeholders;
- Maximizing the utility of research findings as well as other assets and insights (such as the recordings of webinars or the summaries of comments from speakers at CAFII events, and videos on relevant CPI topics) on the CAFII website, with trade and mainstream media, and on social media;
- Formulating strategy, making recommendations, and providing accountability reports and updates to the EOC, and ultimately via the EOC to the Board, on CAFII's implementation of its Strategic Plan priority of maintaining a dynamic, consumer-focused website; related search engine optimization; and selected media relations initiatives to advance the Association's communications objectives;
- Oversight of the CAFII website to ensure it is supporting the Strategic Plan objective of providing relevant information to regulators, policy-makers, and the general public;
- Committee members are encouraged to consult internally within their organizations on research initiatives and media articles including from their legal departments.