

Terms of Reference

**CPS-SCP Ad Hoc Committee on Information Products Marketing**

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**GOAL:**

To develop an effective mechanism to successfully market and distribute Canadian Phytopathological Society (CPS) publications and products world wide, which would raise the profile of the CPS, showcase the literary and scientific talents of the members, and provide funds for the CPS.

**Objectives:**

1. Effective marketing of existing publications:

To investigate mechanisms by which the CPS publications and products, including the Canadian Journal of Plant Pathology (CJPP), "Diseases of Field Crops in Canada" (DFCC), " Diseases and Pests of Vegetable Crops in Canada" (DPVCC) , Maladies et Ravageurs des Cultures Legumineuses au Canada" (MRCLC), Symposia and other publications can be effectively and economically promoted and distributed world wide. To make recommendations to the CPS Board on the most effective mechanisms to accomplish this objective.

Note: Rather than a single approach for the marketing of all information products, the committee has come to the conclusion that a different approach may be needed for each product.

2. Make recommendations to the Board on the development of new information products or new formats for products.

3. Draft a policy on intellectual property

4. Review, investigate and make recommendations on "the window" through which CPS interacts with members, other organizations, clients, customers and others.

**Membership**

1. The Information Products Marketing Committee (IPMC) will have a minimum of seven members and a maximum of 12 members, consisting of a Chairperson, a Vice-chairperson, a past-chairperson, a secretary and up to 8 other general members.

2. The intent is to have a broad representation on the committee with members from industry, university, provincial extension agents, and Agriculture and Agri-Food Canada , with horticulture, field crops, and journal experience.

3. The secretary and general members would each serve 3 year terms. Each year 1/3 of the general members would be replaced by new members. Individuals in the Vice-chair, Chair and Past- chair positions would serve on the committee for 3 years , rotating through each position to ensure continuity. The Chair and Past-chair would work closely together.

(Note, Mary Ruth McDonald will serve as Chair for the first 3 years (1997-2000). Marilyn Dykstra and Karen Bailey

will serve as two general members on the committee, given their past association with DPVCC and DFCC, respectively).

4. To recruit new members, advertisements will be placed in the CPS News and the Chair (and other committee members) may also approach individuals to request their involvement.

5. Committee members may volunteer for roles, or be assigned roles, depending on individual expertise and background. Members should understand the importance and critical nature of this committee and recognize that it is a working committee.

### **Meetings**

1. There will be a minimum of two meetings per year, which will be held at the Annual Meeting and at the six month point between Annual Meetings. The Mid-year meeting will usually be held by conference call. Additional meetings will be called as necessary and will take the form of conference calls or actual meetings.

2. Between meetings, committee activities will be carried out by means or mail, fax or email.

3. Depending on the nature of the activities, subcommittees may be struck to work on certain tasks.

### **Reporting**

1. A report on activities will be made at the Annual General Meeting of the CPS. This report will be published in the CPS News.

2. Where committee activities involve publications or products produced jointly with other organizations, any reports prepared will also be forwarded to the other society.

### **Submitted by:**

Mary Ruth McDonald  
Karen L. Bailey  
Marilyn D. Dykstra