

**TERMS OF REFERENCE**  
**MCC Toronto Engagement Committee**  
**January 24, 2024**

**COMMITTEE PURPOSE STATEMENT:**

The Engagement Committee anchors its work in MCC Toronto's vision, mission and values. Its purpose is to serve as a conduit to the Board of Directors by working with the MCC Toronto staff and community to:

- Develop and maintain engagement strategies for the congregation, community and collaborators
- Monitor progress towards strategic goals
- Identify ongoing engagement opportunities and challenges
- Provide ongoing strategic direction and recommendations to the Board and staff.

**COMMITTEE OBJECTIVES:**

*Engaged: to be greatly interested; committed*  
*Source: Merriam-Webster dictionary*

MCC Toronto aims for a meaningful engagement with 1) Congregants focused on spirituality and worship, 2) Community focused on social interaction, and 3) Collaborators focused on philanthropy related to human rights/social justice and inspiration.

We see meaningful engagement through 1) worshipping in person or online, 2) participating in MCC events and programs and/or 3) contributing time, talent and resources.

The spirit of our engagement actions is to be informative, inclusive, and transparent - both in the manner in which we work as a committee and in the way we engage with the congregation.

Therefore, the committee's objectives are as follows:

- Measurement & Reporting: Ensure relevant key performance indicators (KPI) and data are identified, consistently measured and reported on
- Continuous Improvement: Make strategic recommendations to the Board and staff.

**STRATEGIC PRIORITIES:**

*ENGAGE: Engross - iNvolve - Grow - Attract - Glue – Embrace*

Current areas of strategic focus include:

1) MAKING CONNECTIONS: Come talk to us! Send us an email! We want to be proactive in making connections between each other and the many constituencies that make up the MCC Toronto family including our precious seniors. We want to know and celebrate your contributions and show appreciation. We are Engagement Ambassadors for MCC Toronto!

2) ENGAGING YOUTH: We see youth (18-40) as an integral part of MCC Toronto. We want young congregants to be seen, heard and connected from their very first visit to MCC Toronto. We want to work with staff and congregants to create new participations opportunities for young audiences.

3) **ENGAGING ONLINE AUDIENCES:** Whether someone joins in-person or watches us online, everybody matters at MCC Toronto. We want to ensure that regardless of geography, everybody is welcome at MCC Toronto.

4) **SUPPORTING MCC TORONTO GROWTH:** We want to see MCC Toronto thrive and grow and to engage new communities in our worship and programming. We support all MCC Toronto growth strategies including growing our donor family.

#### **KEY RESPONSIBILITIES:**

- Develop and maintain a Engagement Strategies - including reviewing current initiatives, getting congregational input and developing objectives & measures, execution plans & timelines
- Maintaining regular communications with congregants and members
- Adapt and evolve plans based on measurement
- Engagement KPIs will be distributed to the Board of Directors on a monthly basis. On a quarterly basis, the Chair of the Engagement Committee will present detailed results (metrics) with corresponding meeting minutes to the Board of Directors meeting for review and discussion. Review and share Committee progress with the Board and congregation on a regular basis
- Engage various staff and volunteers as needed
- Act in MCC Torontos interest in reviewing and awarding the Community Outreach Partnership Grant.

#### **COMMITTEE COMPOSITION, MEMBERSHIP AND TERM:**

Composition:

- Up to 3 board members, with one board member as the Committee Chair
- Up to 3 members of the MCC community
- Senior Pastor (or delegate)

Qualifications of the Engagement Committee:

- Ability to interact well with others; build constructive relationships; demonstrate good communication skills; give and receive candid feedback; show respect for others; maintain appropriate boundaries in both personal and professional relationships and use diplomacy and tact.
- Ability to listen without judgment or prejudice, and exchange ideas that contribute to the well-being of MCC Toronto.
- Believes and supports MCC Toronto vision, mission and values
- Each committee member will take the time to learn about MCC Toronto's engagement objectives, activities and those involved.

Term:

Committee members serve for a one-year renewable term.

Frequency:

The Committee meets quarterly - in person or online at the discretion of the committee - to ensure the strategy is on track and in keeping with the strategic objectives. Additional meetings may occur as needed. Sub-committees may be formed as needed to assist staff in the implementation of tactics to reach MCC's Toronto's engagement goals.

#### **CURRENT MEMBERS (As of January 14, 2024)**

Sylvie Pelletier, Chair (she/her)

CJ Chinapen (they/he)

Roy Dean (he/him)

Colleen Kenny (she/her)

Lee Sef B. Moran (he/him)