

## Public Engagement Committee remit

Revised June 2011, January 2012, May 2019, December 2021

Two - Three meetings per year

### Composition

Chair:	<p>The Chair is a member of the Society for Endocrinology elected via application and membership ballot.</p> <p>The Chair is normally expected to have served on this committee beforehand to gain knowledge and expertise. The Chair is, ex officio, a member of Council</p> <p>Vacancies will be openly advertised to all Voting Members; If the number of applications exceeds the number of vacancies, an election is held within the membership. At the annual general meeting the names of the duly elected candidates is declared</p>
Elected members:	Up to 12, recruited via application and committee ballot. All committee members will be recruited for specific roles and tasks
Ex officio members:	<p>A Nurse Committee representative</p> <p>A Clinical Committee representative</p> <p>A Science Committee representative</p> <p>An Early Career Steering Group representative</p>
Co-opted members:	<p>Up to 3 Awardees on the Leadership and Development Awards programme</p> <p>The Chair may co-opt additional members for a limited period and for specific projects only, subject to Council approval. The Chair may invite additional stakeholders if and when additional external expertise is required subject to Council approval.</p>
External advisors:	The Chair may invite the expertise of those who are not Society members on an ad hoc basis for specific projects
Quorum:	5 Elected members

### Duration of service

Chair:	4 years. The first year of which shall be in a 'Chair-elect' capacity, during which they have full voting rights.
Elected members:	4 years
Ex officio members:	Co-terminal with term of office
Co-opted members:	Duration of specific project (see above)

Committee advisors:                      Duration of specific project (see above)

## Reporting

The Public Engagement Committee reports to the Council of the Society for Endocrinology through the Chair of the Committee

## Remit

### Vision

To increase the quality of debate and discussion about hormones, to enable individuals to make better decision about their health and to position the Society as a trusted and responsive authority on the subject

### Goals

- To empower our members to undertake effective public engagement through informing, collaborating and consulting
- To effectively disseminate high-quality authoritative information on hormones
- To raise the profile of the discipline, the Society and its members

#### 1. Setting public engagement strategy

- To review and develop the Society's public engagement strategy to ensure target audiences and platforms are appropriate and in line with Society strategy
- Assess and review the impact and reach of all Society public engagement activities to maximise return on investment
- Ensure that grants for public engagement and patient support are allocated to maximise the benefit to the public
- To advise and liaise with Council regarding public and media issues
- To liaise with other committees regarding the Society's engagement with policy-makers

#### 2. Developing public activities and resources

- To provide specialist endocrine input into existing and developing projects with a focus on the following areas:
- Youth education and engagement
- Adult education and engagement
- Input into the content and development of education and outreach activities to ensure the endocrinology content is accurate, messages are clear and suitably targeted.
- Proactively identify opportunities for collaboration with other organisations
- Identify opportunities to maximise the reach of all activities
- Advise on topics selected for media promotion by the Society communications team

### 3. Fostering public engagement culture within the membership

- Act as ambassadors for public engagement within the Society
- Be listed as media experts and attend media training as required
- Identify Society members who are active in public engagement and what support they may require, and encourage them to promote their work.
- Promote opportunities for members to become involved in development and/or delivery of public engagement activities

Some members of the committee fulfil the following specific roles:

#### **Media reps and requirements of role**

- Be aware of the endocrinology stories appearing in the media on a regular basis (office to send daily news alert)
- Quickly respond to media enquiries within their area of expertise
- Actively recruit members to bolster numbers and diversity of topics in the media expert list
- Act as media ambassadors at Society events, promoting the importance of engaging with the media to other members
- Highlight areas of endocrinology consistently misrepresented in the media and work with office to proactively generate accurate press coverage
- Review shortlist of abstracts for SfE BES each year and advise on suitability for media promotion

#### **Best practice reps and requirements of role**

- Identify outreach resources and toolkits that can be adapted or developed for Society members
- Review applications for Society public engagement grants
- Review quality and suitability of public engagement resources developed or curated by the Society
- Be aware of areas of the secondary school curriculum that cover endocrinology and assist in identifying other key areas of endocrinology where there is appetite for further knowledge and/or discussion
- Advise on strategies to identify, curate and disseminate examples of public engagement best practice within Society membership

#### **Member training reps and requirements of role**

- Advise on external factors impacting on members' motivations for undertaking public engagement
- Act as ambassadors for public engagement, contributing to campaigns across Society communications to promote PE opportunities within the membership
- Oversee an annual Society programme of member training
- Help identify potential partner organisations to support public engagement training or delivery.

### **Secretariat**

Careers & Engagement Officer

Society Development Manager

Director of Membership Engagement

### **Additional notes:**

- The Society is committed to equal opportunities and the promotion of diversity. The governance and business of this committee should follow the principles of the Society's Diversity policy
- Committee members should make every effort to attend all meetings. Attendance records will be kept and reviewed annually. Any committee member who does not attend any meetings in a year will be asked to step down, other than in exceptional circumstances.
- Each new committee member will be issued with a job description and remit of the committee, together with the last three sets of meeting minutes
- All committee members need to be paid up members of the Society
- All papers and minutes must be treated in strictest confidence
- All committee members must act in the best interest of the Society. Any potential conflicts of interest should be declared at the start of the meeting or as they arise, and the member concerned should take no part in the discussion.
- Expenses cannot be claimed if a committee meeting is held during or on the same day as a Society event if the Committee member is also attending the event
- Ex officio members on this committee have full voting rights. Co-opted members shall not be entitled to vote.
- Any external advisors should receive appropriate reimbursement for their time and expenses but will have no voting rights
- The Chair should not serve a second consecutive term of office, unless there are exceptional circumstances identified by Council
- Committee membership should represent key areas of interest and geographical spread; the application form encourages members in under-represented areas to apply
- Vacancies are publicised to all Society members. If the number of applications exceeds the number of vacancies, a ballot is held within the committee.
- Committees should ensure they are meeting their remits and are monitoring effectiveness.
- Committees should define the skills they require from Committee members and strive for increased diversity to maximise effectiveness.
- Positive action should be used to recruit underrepresented groups into shortlists (e.g. geography, member type, type of institution, particular skills).