To: Joint Steering Committee for Revision of AACR

From: Deirdre Kiorgaard, Chair, JSC
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Subject: RDA Outreach Group: Terms of Reference

RDA OUTREACH GROUP
TERMS OF REFERENCE

GENERAL CONTEXT OF OUTREACH GROUP ACTIVITIES

This document is intended to:
- Clarify the expectations for the Outreach Group,
- Describe its relationship to other committees and individuals associated with RDA, and
- Detail the terms of reference for the Outreach Group in its support of various RDA outreach activities.

The Outreach Group will report directly to the RDA Project Manager. The Chair of the Outreach Group will liaise with the RDA Project Manager and coordinate the Group. The Outreach Group also has responsibilities that are related those of other groups and individuals within the RDA project (e.g., the JSC Secretary).

All groups associated with RDA (the CoP, the JSC, and the Co-Publishers) play key roles both as groups and as individuals in liaison and outreach activities. The Outreach Group is seen as having a major, proactive role in assuring that RDA's messages are received by as many stakeholders as possible through a variety of processes such as attending meetings, serving as liaisons, and creating written documents. Members of the Outreach Group should be able to speak with authority on RDA matters and should have some other relationship to the RDA process.

Minimally, there should be one representative on the RDA Outreach Group from each of the countries represented on the JSC. This representative is responsible for identifying others within his/her country who can further assist in outreach activities. Outreach activities include:
- Identifying conferences, meetings, and workshops where presentations and information on RDA is presented or it is important to have an RDA presence,
- Speaking with authority about RDA at conferences, meetings, and workshops or assisting in the identification of others who can do so
- Identifying stakeholders in the RDA process and either serving as liaison to these groups or identifying others who can do so

Terms of Reference

1. Under the direction of the RDA Project Manager, the Outreach Group will:

     1.1 Assist the Project Manager in identifying RDA stakeholders and ensuring they are kept informed of RDA activities and that the JSC is kept informed of stakeholders' concerns (e.g. library management systems, vendors, rule makers, and other relevant groups)

     1.2 Assist the Project Manager in identifying appropriate conferences, meetings, workshops, etc. at which information on RDA should be presented

     1.3 Assist members of the JSC in coordinating meeting activities in which members of the JSC participate

     1.4 Help to identify people who can speak to RDA issues

     1.5 Assist the Project Manager in contacting those involved in RDA training and implementation, and assisting them in their training and implementation plans

     1.6 Gather information as a result of outreach activities (e.g. focus groups, meetings they attend) and presenting the information to the Project Manager and/or the JSC for more effective communication and coordination with the JSC and the stakeholders

     1.7 Monitor RDA-L, Autocat, and other discussion lists where comments on RDA might be made and advise members of the JSC and the Project Manager as to their importance, or where an addition to the RDA FAQ might be necessary.

     1.8 Prepare draft letters and reports for the JSC

2. In coordination with the JSC Secretary, the Outreach Group will:

     2.1 Maintain the list of promotion activities for RDA on the JSC public Web site

     2.2 Post documents to the JSC public Web site for PR purposes