



CANADIAN RESEARCH
INSIGHTS COUNCIL
LE CONSEIL DE RECHERCHE
ET D'INTELLIGENCE
MARKETING CANADIEN

CRIC Young Professionals and Students / Youth Engagement Committee Terms of Reference

Objective

The CRIC Young Professionals and Students / Youth Engagement Committee will help to ensure that Canada's research, analytics and insights industry attracts and develops the best and brightest students that reflect the diversity of Canada. The committee will:

- Support academic institutions to develop education and training that meet the evolving needs of the research, analytics and insights industry.
- Promote our industry to students through webinars and events in partnerships with academic institutions.
- Promote internships, placement opportunities and career fairs for students among CRIC member firms.
- Develop and oversee student competitions that attract students to our industry.
- Facilitate networking and the development of young professionals within our industry to keep them engaged in our industry.
- Oversee and promote the ESOMAR Research Got Talent Program and support initiatives from the Young ESOMAR Society (YES).
- Support CAIP Canada in its efforts to gain adoption of the CAIP by young professionals and students.
- Ensure that programs attract individuals to our industry that reflect the diversity of Canada.

Composition

The Council will comprise up to 10 industry leaders from client organizations, agencies, and academic institutions including a mix of experienced and new professionals. The committee should include members from across Canada and from both small and large companies. CRIC will actively seek out women, BIPOC and LGBTQ candidates.

Meetings

One-hour virtual council meetings will be held at least quarterly or more frequently as needed.

Reporting

The CRIC Young Professionals and Students / Youth Engagement Committee will report to the CRIC Board through its staff (as with all committees). CIO will moderate and facilitate this committee.