



COMMUNICATIONS POLICY AND PROCEDURES

University of the Fraser Valley
Faculty & Staff Association

Goals:

The communications goals of the FSA are to:

1. inform members about the services their union offers; and
2. promote engagement in union affairs by the members.

Guiding Principles:

The FSA Executive Committee recognizes the importance of clear, timely and respectful communication between officers and members, and among members. The following principles should inform our practices and policies:

1. Officers are responsible for keeping the members informed of:
 - a. their activities on behalf of the FSA;
 - b. the general issues which face the membership;
 - c. the relevant activities of the organizations with which the UFV-FSA is affiliated (especially FPSE, CAUT, and FVLC).
2. Members' input in the consideration and resolution of issues which face the membership should be encouraged whenever possible.
3. Due care should be given not to publicly disseminate information that may jeopardize negotiations with management, or the settlement of disputes.
4. The privacy of members must be respected.
5. Members' differences of opinions and views, and their personal and professional integrity, must be respected.
6. All material published or issued by the FSA will be authored and/or explicitly attached to a "contact" person, normally an FSA officer. Anonymous submissions will not be accepted or acted on.

Executive responsibility and authority over communications:

The Communications Chair's responsibilities are to:

- maintain and work to improve regular and effective communications between officers and members, and among members;
- assist the President in maintaining good communications between the Association and the surrounding communities as need be;
- review and edit printed and electronic communications issued by the FSA Executive to members and the surrounding communities;
- consult with the Communications Committee as needed.

The Communications Committee is composed of the Communications Chair (chair), President, Faculty VP and Staff VP. Its responsibilities are to:

- advise the Executive on issues related to FSA communications;
- settle disputes arising among officers, or between officers and members, over issues related to communications.

The Executive Committee has final authority over all issues related to communications.

Procedures:

Normally, all written communications issued by the Executive will be reviewed and edited by the Communications Chair. This include *Words & Vision*, regular bulletins or other communications sent from the FSA's official email (FSA.Info@ufv.ca), and material posted on the FSA website, Facebook page or other social media.

Individual officers are responsible for submitting content that falls under their areas of responsibility. The material submitted should be presented as clearly and concisely as possible, and should respect the **Guiding Principles** stated above.

Content should be submitted to the Communications Chair, with a copy to the Administrative Assistant (or to the Administrative Assistant-Finance if the Administrative Assistant is not available).

The Communications Chair will review the material to ensure that it conforms to the FSA's Communication **Guiding Principles**. Editing will not focus on content (except in the case of obvious errors), but on clarity, brevity, and to ensure that all texts are free of spelling, stylistic and grammatical errors.

The FSA follows the UFV Style Guide (http://www.ufv.ca/MarCom/Publications/UFV_Style_Guide.htm).

If the Communications Chair is not available to review and edit material in a timely fashion, the Administrative Assistant (or AA-Finance if the AA is not available) will submit it to another officer for review and editing, preferably the President.

Access to FSA.Info:

The Administrative Assistant has primary responsibility for sending material via FSA.Info, in consultation with the Communications Chair and/or the President. When the Administrative Assistant is not available, the Communications Chair or President may ask the Administrative Assistant-Finance to send material via FSA.Info. The Communications Chair has access to FSA.Info and is authorized to send material from it, but only after consultation with the President or another officer if s/he is not available. The President also has access to FSA.Info and is authorized to send material from it, but only after consultation with the Communications Chair or another officer if s/he is not available.

Postings on the Website:

The FSA website is administered (i.e. maintained) by the Administrative Assistant, in consultation with the Communications Chair. A set of guidelines will be developed specifically for website and social media communication.

Resolution of Disputes:

In the case of a dispute regarding the content of material, the Communications Chair (or another officer if s/he is not available) will bring the issue to the Communications Committee for resolution by majority vote. Members of the Communications Committee will make every effort to make themselves available in a timely fashion for an emergency meeting, preferably in person. Quorum for an emergency meeting of the Communications Committee will be three out of four members. If the Communications Committee cannot agree on how to resolve the dispute, the decision will be deferred to the Executive. Electronic discussions of, and votes on, such disputes may be substituted for face-to-face meetings, but only if the latter are not possible or practical to ensure a timely resolution. Until such time as a dispute is resolved, the material in question will not be distributed.

Communications with the general public:

Normally, the President (or his/her delegate) will be solely responsible for communications with the media and with external parties. If the President is unavailable, the responsibility will devolve to the Faculty Vice-President (or his/her delegate). Delegates would most likely be the Communications Chair or Chief Negotiator, as appropriate.

Election material:

Information related to all elections for Executive positions, including call for nominations and invitation to submit candidate statements, will be communicated to members in a clear and timely manner.

Specific deadlines will be set for the nomination forms and candidate statements to be received by the FSA office.

All members running for a position on the Executive will have the same and equal access to the FSA official communication tools (*Words & Vision*, AGM package, website, FSA.Info or other as applicable) to publicize their candidacy. Incumbent officers should not use their regular activity reports to promote their own or someone else's candidacy.

Only the candidate statements received by the set deadline will be publicized by the FSA. All candidate statements will be published simultaneously and in the same manner. The Administrative Assistant will be in charge of compiling and formatting the candidate statements for publication. Incumbent officers who are running for a position will not be made privy to candidate statements received by the office.

All of the above apply to regularly scheduled elections and to by-elections.

Candidates running for a regularly scheduled election will be informed of their opportunity to speak at the AGM by the Administrative Assistant upon reception of their nomination forms.

Calls for political action by external bodies:

Invitations by other labour organizations (e.g., Canadian Labour Congress, Fraser Valley Labour Council) to participate in petitions, letter-writing campaigns, or other political action will regularly be posted in the "News & Events" section of the FSA website, not normally sent by email communications.