



<b>COMMUNICATIONS POLICY</b>			
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<b>Policy Type:</b>	Institutional	<b>Initially Approved:</b>	November 19, 2024
<b>Policy Sponsor:</b>	President and CEO	<b>Last Revised:</b>	November 19, 2024
<b>Primary Contact:</b>	Vice President, Advancement	<b>Review Scheduled:</b>	November 2029
<b>Approver:</b>	President and CEO		

**A. PURPOSE**

Alberta University of the Arts' (AUArts) official communications have direct implications on the reputation of the University. Professional communications contribute to the achievement of AUArts' mission, vision, and strategic plan, and uphold the University's values. Communication should exhibit the highest respect for the intended recipients of any University communication and seek to establish two-way open dialogue where applicable.

The University welcomes ideas and input, striving for openness in its internal and external communications, while respecting regulatory and legislated bounds of privacy rights, proprietary rights on intellectual property, safety, and security, while encouraging a diversity of views.

This policy outlines authority and scope to ensure communications are appropriate, coordinated, and effective.

**B. SCOPE**

This policy pertains only to AUArts official communications and official communication channels, and respects Academic Freedom and Freedom of Expression. It applies to any official communications made, or official communication channels used, on behalf of AUArts including employees, students, AUArts Board of Governors and volunteers. Other parties (such as AUArts Faculty Association, AUArts AUPE members, AUArts Students' Association, alumni, former employees, and other parties associated with AUArts) may not represent themselves as, or use without permission, official communications or official communication channels.

Approvals are necessary (see "Authority") to ensure communications on behalf of the University result in messaging that is consistent, successful, respectful and upholds protocols. University brand guidelines must be adhered to at all times.

## C. POLICY STATEMENT

### 1. ROLES AND RESPONSIBILITIES

- 1.1 **Office of Advancement** acts as a resource for developing and issuing official AUArts communication and fostering dialogue internally and externally. The Office of Advancement reviews and approves all official communication and official communication channels and has authority to determine which ones meet the criteria to be considered official communication and official communication channels, both of which require Office of Advancement review and approval prior to release/publication.
- 1.2 **President and CEO** is the only University employee authorized to serve as the University's official contact and spokesperson.
- 1.3 **Board of Governors** are appointed by the Government of Alberta and have accountability for the success of AUArts in accordance with the *Post-Secondary Learning Act*. The Chair of the Board of Governors is the spokesperson on behalf of the Board of Governors with the Alberta Minister of Advanced Education.
- 1.4 **President's Cabinet** may be delegated by the President and CEO to communicate official University communications on their behalf.
- 1.5 **Other members of the University community** (note "Scope") have no authority to create or disseminate official University communications without the express permission of the Office of Advancement including any personal communications that may imply by association that they are official University communications.

### 2. OFFICIAL UNIVERSITY COMMUNICATIONS CHANNELS

- 2.1 The University has many different communication channels and approvals are required by the Office of Advancement prior to release/publication. Individuals must check with the Office of Advancement for up-to-date changes and to determine whether specific approvals are required and meet legislative requirements.
- 2.2 AUArts has established official communication channels to protect the brand and reputation of the University through, but not limited to, the following:
  - a) Newsletters: Abstract, Bulletin.
  - b) Distribution channels: Eventbrite, Mailchimp, Survey Monkey.
  - c) Messages from the President and CEO and the Board of Governors.
  - d) Website – auarts.ca. auartsgrad.ca and others. See (Website Procedure).
  - e) Social media including but not limited to AUArts @AlbertaUArts: Facebook, X (Twitter), Instagram, YouTube, TikTok, Snapchat, LinkedIn. Continuing Education: Facebook. Luke Lindoe: @auarts.library Instagram. Lodgepole Center @Instagram. IKG @ikg\_arts Instagram. MFA @mfa\_auarts. See "Social Media Procedure". Changes to social media platforms may impact this list.
  - f) Advertising.
  - g) Publications including official university communication SharePoint sites, official brand videos and official animations.
  - h) Messaging as part of promotions, sponsorships, partnerships, philanthropic appeals.
  - i) Media releases, statements, and responses.

- j) Partners as defined in the External Relations Guidelines (governments, media, philanthropy, community partners).

### 3. EXCLUSIONS

- 3.1 The policy for official communication and official communication channels respects Academic Freedom and Freedom of Expression with no intention to imply directly or indirectly that the University intends to impose any kind of restrictions. This includes teaching and research activities communication; internal communications as a component of normal business; Students' Association communications; Faculty Association communications; AUPE communications.

### D. DEFINITIONS

<b>Alumni:</b>	A graduate or former student of the institution.
<b>Board of Governors:</b>	Governing body of AUArts according to the Post-Secondary Learning Act accountable to the people of Alberta through the Minister of Advanced Education.
<b>Employee:</b>	Anyone who accepts a wage or salary from AUArts.
<b>Media:</b>	Communication and information sharing that reaches widely through online, print and audio-visual forms published by journalists, bloggers, writers, authors and others. Not to be confused with "Media" which is the plural of a "Medium" meaning a material in the creation of artworks.
<b>Official AUArts Website:</b>	Means auarts.ca; auartsgrad.ca. Consult with Office of Advancement for most up to date lists.
<b>Student:</b>	Anyone who is currently paying tuition for a course from AUArts.
<b>Volunteer:</b>	A person who performs willingly and without pay a service or another undertaking in an official short or long-term role at AUArts.

### E. RELATED POLICIES

- Code of Conduct Policy
- External Relations Policy
- Freedom of Expression Policy
- Philanthropy Policy
- Respectful Workplace Policy
- Student Code of Conduct Policy

**F. RELATED LEGISLATION/REGULATION**

- Alberta Charitable Fundraising Act
- Association of Fundraising Professionals Code of Ethical Standards
- Canada Income Tax Act (Canada Revenue Agency)
- Canadian Charter of Rights and Freedoms
- Post-secondary Learning Act (Alberta)

**G. RELATED DOCUMENTS**

- Brand Quick Reference
- The Collective Agreement Between the Board of Governors AUArts and the AUArts Faculty Association
- Philanthropy Procedure
- Social Media Procedure
- Respectful Workplace Procedure
- Website Procedure

**H. REVISION HISTORY**

<b>Date (mm/dd/yyyy)</b>	<b>Description of Change</b>	<b>Sections</b>	<b>Person who Entered Revision (Position Title)</b>	<b>Person who Authorized Revision (Position Title)</b>
	NEW Policy	All	VP, Advancement	President and CEO