



Communications Policy and Procedures

The FSA's communication goals are to: inform members about union services educate members about union issues; and promote member engagement in union affairs.

Guiding Principles: The FSA executive committee recognizes the importance of clear, timely, and respectful communication between officers and members, as well as among members. The following principles inform our practices and policies:

- Officers are responsible for keeping the members informed of: their activities on behalf of the FSA; the general issues which face the membership, and the relevant activities of the organizations with which the UFV FSA is affiliated (especially Federation of Post Secondary Educators, Canadian Association of University Teachers, and Fraser Valley Labour Council).
- Members' input in the consideration and resolution of issues that face the membership should be encouraged whenever possible.
- Due care should be given not to publicly disseminate information that may jeopardize negotiations with management, or the settlement of disputes.
- Members' privacy, differences of opinion, views, and professional integrity, must be respected. Human Rights legislation, Reconciliation and Equity, Diversity and Inclusion principles must be respected.
- All material published or issued by the FSA will be authored and/or explicitly attached to a contact person, normally an FSA officer, or the executive at large. Anonymous submissions will not be accepted or acted on.

Executive responsibility and authority over communications: The Member Engagement VP, who chairs the Communications committee, is responsible to:

- Coordinate activities, communications, and strategies whose intent is to improve the level and quality of member engagement within the union.
- Promote initiatives that help advance member engagement within the association and in the community.
- Lead and facilitate the association in organizing union membership.
- Facilitate communications with the members using various tools including, but not limited to, newsletters, bulletins, website, and social media.
- Chair the association's Communications committee.
- Support and shall be a member of the Social committee.
- Coordinate the publication of a regular association newsletter (Words & Vision).
- Assist the president in maintaining good communication between the association and key stakeholders as necessary.
- Serve as a member of the Table Officers committee.

The Communications committee is composed of the communications chair (VP Engagement), president,

and at least one other executive member. The committee may include FSA members. Its responsibilities are to generate, write, edit, and revise communications. Advise the executive on issues related to FSA communications. The Executive committee has final authority over all issues related to communications.

Procedures: Normally, all written communications will be reviewed and edited by the Communications committee. This includes *Words & Vision*, regular bulletins, and 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 above. Content should be submitted to the Communications chair, to bring forward to the Communications committee for edits or suggestions. Editing will not focus on content (except in the case of factual errors), but on clarity, brevity, and assurance that all texts are free of spelling, stylistic and grammatical errors. The FSA follows the UFV style guide (<https://www.ufv.ca/community-engagement/marcom/writing-style-guide/>). If the Communications chair is not available, the rest of the Communications committee will review and edit the material in a timely fashion.

FSA.Info (listserv): FSA.Info is a listserv of all faculty and staff emails maintained by the FSA office and used strictly for the dissemination of FSA information. The Communications committee must approve all information sent via FSA.Info. At the request of the Communications chair, the Administrative Coordinator has primary responsibility for sending material via FSA.Info. When the Administrative Coordinator is not available, the Financial Coordinator may send material via FSA.Info. The Communications chair and president also have access to FSA.Info and are authorized to send material from it, but only after consultation with the Communications committee.

Postings on the Website: The FSA Administrative Coordinator maintains the FSA website, in consultation with the Communications chair. All online discussion participants are expected to respect basic rules of civility. These rules include, but are not limited to, avoiding abusive language, personal attacks, violation of privacy, and respecting Human Rights Legislation and principles of Reconciliation, Equity, Diversity and Inclusion. In general, only language that is appropriate in a professional environment should be used. The Communications chair (referred to as "FSA editor" on the website) reserves the right to remove postings that violate these rules. Disagreement about the appropriateness of a comment will be resolved in accordance with the provisions described below.

Resolution of Disputes: In the case of a dispute regarding the content of material, the Communications chair (or another officer if they are 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 manner for an emergency meeting. Quorum for an emergency meeting according to the FSA Communications Policy and Procedures (approved March 27, 2014) states that three out of four members must be present. If the Communications committee cannot agree on how to resolve the dispute, the decision will be deferred to the Executive committee. 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 delegate) will be solely responsible for communications with the media and with external parties. If the president is unavailable, the responsibility will be passed on to the Communications chair or Bargaining VP, as appropriate.

Election material: The Communications committee will ensure that information related to all elections for executive positions, including call for nominations, invitation to submit candidate statements, specific deadlines for nominations forms, and receipt of candidate statements will be communicated to members in a clear and timely manner. All statements from candidates running for executive positions received by the deadline will be posted simultaneously on the FSA website. Incumbent officers may not use their regular activity reports to promote their own or someone else's candidacy. The Administrative Coordinator will compile and format candidate statements for publication. Incumbent officers who are running for a position will not be made privy to candidate statements in advance of publication. All of the above apply to regularly scheduled elections and to by-elections. The Administrative Coordinator will inform candidates running for a regularly scheduled election of their opportunity to speak at the AGM upon reception of their nomination forms.

Political action: Invitations by other labour organizations (e.g., Canadian Labour Congress, Fraser Valley Labour Council) to participate in political activities will be communicated to members in a non-partisan manner. Petitions, letter-writing campaigns, or other political action will typically be posted in the news and events section of the FSA website or on social media, and not normally sent by email communications unless deemed appropriate by the Communications committee. The FSA will strive to raise awareness of relevant political events, such as provincial, municipal and federal elections, or other events deemed important by the Executive committee. This non-partisan awareness-raising can take the form of hosting an all-candidates meeting, running a "Get Out & Vote" campaign, or highlighting issues important to the post-secondary sector.