

Board Advocacy and Stakeholder Engagement**Date of last revision:** September 5, 2018**Board Approved:** September 19, 2018

POLICY STATEMENT

It is the policy of the NBCC Board of Governors (the Board) that advocacy initiatives on behalf of the New Brunswick Community College (NBCC) inform, educate, champion, persuade and garner support from the public, policy makers, governments, influencers and other stakeholders on issues of significance to NBCC's vision, purpose, values and strategic directions.

PURPOSE

The central purpose of this policy is to outline the role of the Board and individual Board members in stakeholder engagement and Board advocacy to assist in furthering NBCC's ability to realize its Strategic Plan and the specific objectives as outlined in NBCC's annual *Government Relations Strategy and Advocacy Cycle*.

SCOPE AND LIMITATIONS

This policy applies to all members of the Board and the President and CEO.

DEFINITIONS**Advocacy**

- making representations to public policy makers and influencers concerning matters that serve to advance NBCC's vision, purpose and values or key issues affecting postsecondary education.

Spokesperson

- someone officially designated to speak on behalf of NBCC.

Stakeholder or Public Relations

- the strategic management of relationships between NBCC and its diverse publics, through the use of communication, to achieve mutual understanding, realize organizational goals and serve the public interest.

IMPLEMENTATION

Annually, the President and CEO and members of the Board's Government Relations Committee discuss key strategic issues that require formal advocacy strategies. With the support of the College's Strategy and Stakeholder Engagement Division, an annual *Government Relations Strategy and Advocacy Cycle*,

supported by actions plans and a statement of key messages concerning these issues, is developed and recommended for Board approval by the Government Relations Committee.

ROLES

The Board Chair and the President play leadership roles in the execution of NBCC's advocacy strategy, as spokespersons for the Board and the organization respectively.

Individual Board members may be asked by the Board Chair to play roles in implementing components of NBCC's advocacy strategy. Similarly, members of NBCC's leadership team may be asked by the President to play roles in implementing components of NBCC's advocacy strategy. Board members and staff will be provided the appropriate support and resources to undertake this advocacy work.

Individual Board members should represent the views of the Board as a whole when speaking on advocacy issues, and promote NBCC as a whole and the College's Strategic Plan through personal networking, stakeholder outreach using personal social media outlets, active listening and participation at stakeholder engagement events hosted or attended by the Board and/or NBCC.

In the event a Board member is approached directly by a stakeholder (including elected officials and/or senior government officials), person or group on an issue related to NBCC, the Board member should listen to understand the nature of the issue and refer the person to the President and CEO. The Board Chair is to be included in the referral communication. The President and CEO will direct the inquiry to the appropriate manager, and will provide follow-up to the Board member and the Board Chair to confirm an action has been taken in response to the referral.

In the event that an external stakeholder requests the contact information of the Board Chair, Vice-Chair or Board member, the Executive Assistant of the Board of Governors will redirect the request to the individual in question.

MONITORING

Quarterly, a summary report on the activities and outcomes of the annual *Government Relations and Advocacy Cycle* will be provided to the Board through the Government Relations Committee.

Semi-annually, the Government Relations Committee will assess progress made with respect to the Board-approved annual *Government Relations Strategy and Advocacy Cycle*.

Individual contributions to the advocacy effort will be evaluated as part of the annual Board and self-evaluation processes.