

Date of last revision: September 19, 2018

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POLICY

New Brunswick Community College (NBCC) ensures that advocacy, media and public relations (communications) accurately and effectively reflect and support NBCC's vision, purpose, values, and strategic goals.

PURPOSE

Through this policy, the Board supports effective and consistent communications.

SCOPE AND LIMITATIONS

This policy applies to all members of the Board and covers all aspects of communications, including outgoing communications and responses to incoming enquiries.

1. 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 post-secondary education.

Media: any means of communication such as radio, television, newspapers, magazines, and online news sources that widely reach or influence people.

Media Communications: communications directed at journalists and media.

Negative News: news that develops from any occurrence or situation which adversely reflects upon an employee, student, Governor, group or NBCC as a whole.

Public Relations: the strategic management of relationships between an organization and its diverse publics, through the use of communication, to achieve mutual understanding, realize organizational goals and serve the public interest.

Spokesperson: someone officially designated to speak on behalf of NBCC.

2. ADVOCACY

2.1. Periodically the President and CEO (President) and the Board discuss key strategic issues that require formal advocacy strategies.

2.2. Individual Governors may be asked by the Board Chair to play roles in formal advocacy activities.

2.3. In informal advocacy (e.g. networking, social media, stakeholder outreach) individual Governors should represent the views of the Board and promote NBCC as a whole.

2.4. In the event a Governor is approached directly by a stakeholder (including elected officials and/or senior government officials), person or group, on an issue related to NBCC, the Governor should refer the person to the President including the Board Chair in the referral communication.

3. MEDIA AND PUBLIC RELATIONS

3.1. Official Spokespersons

3.1.1. The official spokesperson for NBCC is the President, however, this authority may be delegated to a member of the Senior Executive Team or other designate.

3.1.2. The official spokesperson for the Board is the Board Chair, however, this authority may be delegated to the Vice-Chair or other designate.

3.2. Incoming Media Requests

3.2.1. All incoming media requests are coordinated through NBCC's Strategic Communications department.

3.2.2. Should a Governor receive a media request, they should promptly forward the media request to the attention of the Senior Executive Assistant to the Board, who will inform NBCC's Strategic Communications department, the Board Chair and President.