

**CANADORE COLLEGE**  
**CORPORATE POLICY MANUAL**

**TITLE:** **Communications Policy**

**EFFECTIVE DATE:** May 26, 2020

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**1. SCOPE**

**1.1 Authority**

This policy is issued under the authority of the Board of Governors.

**1.2 Application**

This policy applies to the Board of Governors and to all departments and stakeholders within Canadore College.

**2. PURPOSE AND PRINCIPLES**

**2.1** The purpose of this policy is to promote effective communications.

**2.2** The variety of policies, procedures and decisions that affect college constituents, as well as the programs and services offered to students, require effective communications by the College and by all College stakeholders.

**2.3** The quality of communications depends on understanding the principles underlying how the College is to communicate with its constituents and the roles and responsibilities for communications.

**3. POLICY**

**3.1 Transparency**

Communications span the entire range of College initiatives and, consequently, communication is a component part of all College activity. Communications consideration must be an integral part of every step of the process of planning and delivering College programs and services.

Canadore College will inform its stakeholders -- employees, students, partners, and the public -- of its plans and activities and will respond to inquiries and suggestions about matters of interest to stakeholders where it is possible to do so while respecting privacy and legislative framework requirements.

All information communicated to stakeholders will be factual in nature, explaining approved policy and/or providing information. The Board of Governors sets the goals, objectives and priorities of the College through the strategic plan. The Board will communicate with a “single voice” externally through the Board Chair, or designate, on Board decisions or Board policies.

The President will ensure that effective communication takes place between College administration and the Board. The President may delegate responsibility for approval of communications activities, such as media releases, brochures, pamphlets and other forms of public advertising and information to an appropriate vice president. Communications mechanisms include digital media, social media, email, radio and all other forms of communication. All communication and the sanctioning of communication tools must be approved through appropriate channels and in accordance with this policy.

### 3.2 Right to Information

Stakeholders have a right to information on the activities of the College and matters that affect them, except in certain circumstances in accordance with the Freedom of Information and Protection of Privacy Act and within established health and safety legislation, by-laws and policies of the College.

### 3.3 Uniform Visual Identity

In order to present a consistent corporate image, the College logo, as the identifying signature, should be used in communications activities in accordance with the College’s corporate identity and only used with permission of an appropriately designated individual.

### 3.4 Respect and Human Rights

Communications will respectfully portray and address people of differing gender, culture, age, beliefs, and abilities. The language used in College communications will reflect this principle.

## 4. **ROLES AND RESPONSIBILITIES**

### 4.1 Board of Governors

The Board of Governors is responsible for the approval of the policy and subsequent amendments.

### 4.2 President

The President is responsible for the overall management and operation of the College. The President will ensure the policy is implemented and that compliance is monitored.

## 5. **EVALUATION**

This policy will be reviewed every three years.