

CANADORE COLLEGE
CORPORATE POLICY MANUAL

TITLE: **Communication Policy**

EFFECTIVE DATE: November 21, 2023

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, all departments, and stakeholders of The Canadore College of Applied Arts and Technology (“Canadore” or “the College”).

2. PURPOSE AND PRINCIPLES

2.1 The purpose of this policy is to promote timely, effective, and accurate communication and provide guidelines on roles and responsibilities for communication.

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 communication by the College and by all its stakeholders.

2.3 The quality of communication being shared by the College relies on understanding the most appropriate means, approaches, content, and timing of communication to college constituents.

3. POLICY

3.1 Transparency

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

- 3.1.1 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.
- 3.1.2 Communication 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.
- 3.1.3 The President will ensure that effective communication takes place between college administration and the Board. The President may delegate responsibility for approval of communication activities such as media releases, brochures, pamphlets and other forms of public advertising and information to an appropriate vice president. Communication mechanisms include digital media, social media, email, and radio. 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 circumstances protected by the Freedom of Information and Protection of Privacy Act (FIPPA), 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 Canadore logo, as its identifying mark, must be used in accordance with the College’s corporate brand standards and only used with the permission of an appropriately designated individual.
- 3.4 Respect and Human Rights
Communication will respectfully portray and address people of differing gender, culture, age, beliefs, and abilities. The language used in Canadore 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.

6. REFERENCES

(see also Media Communications Policy C-23)