

LOYALIST COLLEGE

Board of Governors Policy

C7	C. Board/Governance Processes C7. MEDIA AND COMMUNICATIONS
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Date Last Approved: March 2019

Next Review Date: 2020

Background

In this policy, unless otherwise defined herein or the context requires otherwise, words have the same meaning as they do in By-Law 1 of the College.

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.

Not all College employees and not all members of the Board are authorized to speak on behalf of the College.

Policy / Procedure

1. Under By-Law 1 of the College, the President is the official spokesperson for the College and the Chair is the official spokesperson for the Board.
2. The Board will communicate with a 'single voice' externally through the Chair or the Chair's designate on Board decisions or Board policies. Board Policy BGP - 5 Governance Process/ Chair's Role contains extra details on the Chair's role as Board spokesperson.
3. The President is responsible for the overall management and operation of the College and has the responsibility of ensuring the effective communication between College administration and the Board and communications to external contacts. The President may delegate responsibility for approval of communications activities to an appropriate Vice-President.
4. The Executive Director Responsible for College Advancement and External Relations will be responsible for all formal contact with the media, all news releases and other written information released from the College. All calls or requests for information which normally fall within the sphere of public relations, or where there is an element of doubt, shall be referred to the Executive Director Responsible for College Advancement and External Relations.

5. Any Governor who is questioned by news reporters or other media representatives should refer such individuals to the appropriate representatives of the College.

Related Materials

Board of Governors By-Law # 1 - 2018

Loyalist College Policy ADMIN 101 - Public Relations - 1993