



Communication Policy Manual

Revised March 2010

ARTICLE 1. INTERPRETATIONS

1.01 Definitions

- 1.01.01 In this part and any other parts of this policy, unless context requires otherwise,
- (a) “Association” means the Concurrent Education Students’ Association, that is, the Association whose membership consists of Association members,
 - (b) “Association-sponsored event” means an event, initiative, or meeting organized by a member or committee of Council that has received Executive approval,
 - (c) “Acronym” means CESA, the acronym of the Association,
 - (d) “Logo” means the logo of the Association, as depicted on the title page of the Constitution of the Concurrent Education Students’ Association,
 - (e) “The Website” means the official website of the Association as described in 4.02.01,
 - (f) “Weekly Update” means the email containing all pertinent Association information to be sent out on LISTSERV on a weekly basis,
 - (g) “Year Representatives” means the collective positions of 1st Year Representatives, 2nd Year Representatives, 3rd Year Representatives and 4th Year Representatives.

ARTICLE 2. EXECUTIVE RESPONSIBILITY

2.01 Duties of the Executive

- 2.01.01 The Executive shall,
- (a) be responsible for the creation and implementation of the overall communications strategy of the Association, in consultation with the Executive Administrator,
 - (b) gather information from all members of the Council and ensure the information is disseminated to all members of the Association through the appropriate medium in a concise and complete manner; create and regularly update an events calendar in or around the Con-Ed Office,
 - (c) update the bulletin board outside the Con-Ed Office;
 - (d) harmonize the schedule of events, meetings and initiatives for the Association to ensure a strong balance throughout the year,

- (e) work with all positions to otherwise advertize all events, meetings and initiatives;
- (f) update the online events calendar, in conjunction with the Web Master;
- (g) inform his or herself about other social and recreational opportunities at Queen's and advertise them to all members of the Association.

ARTICLE 3. USE OF THE LOGO, NAME OR ACRONYM OF THE ASSOCIATION

3.01 General

- 3.01.01 All members of Council and committees of Council, in recognition of being sponsored and/or funded by the Association, shall ensure that the logo, and/or the full name, and/or the acronym of the Association appear on all advertizing, correspondence, and promotional materials in their capacity as members.
- (a) All such advertizing, correspondence, and promotional materials shall be produced or approved by the Executive unless otherwise stated in this policy.
 - (b) Notwithstanding part (a) of this subsection, all advertizing, correspondence, and promotional materials for the Conference Committee shall be produced or approved by the Conference Promotions.
 - (c) Notwithstanding part (a) of this subsection, all advertizing, correspondence, and promotional materials for the Orientation Committee shall be produced or approved by the Head Teach.
- 3.01.02 The logo shall not be altered in any way for use in promotional materials without the expressed consent of the Executive.
- 3.01.03 Members of the Council or committees of Council shall not promote in any way an Association-sponsored event before they have consulted with the Executive to confirm a date(s) for such an event.

3.02 Restrictions on Use

- 3.02.01 The logo, full name, acronym, or website address shall not be reproduced and used to promote an initiative, event, meeting, that has not been approved by the Executive. That is, the logo, full name, acronym, or website address shall only be used to promote Association-sponsored events.
- 3.02.02 The logo, full name, acronym, or website address shall not be used in any manner which implies Association endorsement or sponsorship of a product, service, publication, website, social networking page, policy stance, or program

without the expressed consent of the Communications Director and the Executive.

- 3.02.03 The logo, full name, acronym, or website address shall not be used in any manner which disparages the Association, Association committees, Association-sponsored events, or members of the Association.
- 3.02.04 Notwithstanding subsections 3.01.01, 3.02.01 and 3.02.02, members of the Council and committees of Council may use the full name and acronym of the Association in their capacity as members to identify themselves as members of the Council or committee of Council.

ARTICLE 4. USE OF ASSOCIATION COMMUNICATION TOOLS

4.01 Mass Email Communication

- 4.01.01 Any and all information Council members wish to be distributed in the weekly update shall be sent by email to the Executive.
- 4.01.02 Weekly update emails shall be composed by the Executive and distributed to the Year Representatives.
- 4.01.03 The Year Representatives shall use their LISTSERV privileges to distribute the weekly update to all members of the Association.
- 4.01.04 The Executive shall be responsible for setting deadlines for weekly updates and shall be responsible for properly notifying all members of Council of the deadlines. These deadlines include,
 - (a) when members are required to have their information to the Executive,
 - (b) when the Executive is required to send the weekly update to the Year Representatives, and
 - (c) when the Year Representatives are required to send the weekly update to their respective members of the Association.
- 4.01.05 The Executive Administrator may use his or her LISTSERV access to send emails to all members of the Association at his or her discretion and does not require approval from the Executive.
 - (a) The Executive may request that the Executive Administrator send emails in addition to the weekly update should they deem it necessary.

4.02 Website

- 4.02.01 The official website of the Association shall be <http://queenscesa.com>.
- 4.02.02 All information posted to the website shall be approved by, or originate from, the Communications Director. That is, should members of the Council require information to be posted to the website; they are required to send the information by email to the Communications Director..
- 4.02.03 The Executive shall be responsible for promptly informing the Web Master regarding updates to the website and online calendar.
- 4.02.04 The Web Master shall ensure information given to him or her by the Executive, or Executive Administrator is posted to the website in a timely manner.
- 4.02.05 The Web Master shall be the only member of the Association with the authority to make changes and post updates to the website.
- (a) The Web Master may, at his or her discretion, allow another member of the Council to access the website editor if the need arises.
- 4.02.06 The Orientation Committee and Conference Committee are permitted to create and maintain their own websites for the purposes of those committees.
- (a) These websites shall provide a link to the Association website.
- (b) These websites shall include the logo of the Association on the website.

4.03 Print Advertizing

- 4.03.01 All print advertizing shall be approved by the Executive. That is, should members of the Council require information to be posted as print advertizing; they are required to send by email or written correspondence the information to the Communications Director.
- (a) Notwithstanding this subsection, the Executive Administrator may require print advertisements to be posted without the approval of the Executive.
- (b) Notwithstanding this subsection, the Conference Committee may require print advertisements to be posted without the approval of the Executive.
- 4.03.02 At least one copy of all Association print advertisements shall be posted on the bulletin board outside the Con-Ed Office.

4.03.03 At least one copy of all Association print advertisements shall be posted inside the Con-Ed Office.

4.04 Social Networking

4.04.01 The Executive shall be responsible for creating, maintaining, and updating all Association-sponsored social networking pages or groups.

4.04.02 The Executive shall be the creator and/or administrator of all Association-sponsored social networking pages or groups.

(a) The Executive may grant administrator or creator privileges to other members of the Council at his or her discretion.

4.04.03 All Association-sponsored event pages shall be created by the Executive and linked to the official Association page.

(a) Other members of the Council that have been provided administrator or creator privileges may also create such events, provided it is linked to the official Association page.