

[GP18] Board Communication to College Community

The Board will take a deliberate and well-planned approach to communicating its intentions to members of the college community. Board communication should be proactive as opposed to reactive. To ensure this occurs, the Board will communicate through:

1. Strategic use of the media, involving:
 - (1) Written new releases to Algonquin student media, Algonquin College, and local media outlets, when necessary,
 - (2) Collaborate with the Algonquin Times for articles that encourages and welcomes dialogue from students, when necessary,
 - (3) The placement of the Chair or their delegate for the purpose of interviewing, and
 - (4) The timely and active use of social media through the Students' Association Communications Department to engage with the membership and elevate the brand. This may include, but is not limited to:
 - (4.1) Communicating annual priorities,
 - (4.2) Collecting data on priorities, as needed,
 - (4.3) Promoting the Board,
 - (4.4) Showcasing Students' Association services and events, and
 - (4.5) Promoting elections/Be a Director.
2. Strategic use of the Students' Association website to post the following:
 - (1) Directors' contact information,
 - (2) Priorities reports and updates,
 - (2.1) Initial report – outlines the annual priorities (September)
 - (2.2) Progress report – provides updates on progress (January)
 - (2.3) Final report – summarizes outcomes and achievements (April)
 - (3) Responses to board-specific student inquiries,
 - (4) Corporate by-laws and policies,
 - (5) News releases,
 - (6) Audited financial statements,

- (7) Meeting minutes of the Board – with the removal of any confidential content, and
 - (8) Elections process and information.
3. All Board members may participate in the activities listed above with prior approval from the Chair.
 4. The execution of communication-related activities will be carried out in collaboration with the Students' Association operations team. All requests are to be processed through existing operational procedures.

Approved: 06/19

Reviewed: 03/25

Modified: 04/25
