



# Operating Policy – Communications Strategy

## 1. Purpose

- 1.1 This strategy sets out a framework for communication with student leaders and the general student body to disseminate reliable information on a timely basis in response to program closures, labour disputes or any matter deemed substantial or immediately important to the well-being of students. It is a minimum standard for communications and in no way precludes additional communications strategies.

## 2. Definitions

- I. MSU (McMaster Students Union)
- II. SRA (Student Representative Assembly)
- III. UA (University Affairs)
- IV. “Information Sessions”: An announcement made by the Vice-President (Education) or a member of the UA Committee at an MSU event to inform students as to where information may be obtained about important time-sensitive issues.
- V. SOCS (Students of Off Campus Students)
- VI. IRC (Inter-Residence Council)
- VII. FLIRC (Residence Floor Leaders - Inter Residence Council)
- VIII. In-Hall Meeting: A regularly scheduled meeting within the Inter-Residence Council, attended by FLIRC and Residence Representatives, usually following a Proper.
- IX. FYC (First Year Council)

## 3. MSU Clubs

- 3.1 The President, in consultation with the Vice-President (Education), shall draft a letter advising students where information will be posted, and ask that the club President share this information with their respective club membership:

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- 3.1.1 The Vice-President (Education) shall request that the Clubs administrator e-mail this letter to the respective President of each MSU-recognized club.

## 4. Faculty Societies

- 4.1 The President, in consultation with the Vice-President (Education), shall draft a letter advising students where information will be posted, and e-mail this letter to the respective VP (Academic) or President of each McMaster University Faculty Society:
  - 4.1.1 The Societies indicated in Section 4.1 shall include, but are not limited to:
    - 4.1.1.1 Society of Arts & Science Students (SASS);
    - 4.1.1.2 Bachelor of Health Science Society (BHSS);
    - 4.1.1.3 DeGroote Commerce Society (DCS);
    - 4.1.1.4 McMaster Kinesiology Society;
    - 4.1.1.5 McMaster Engineering Society (MES);
    - 4.1.1.6 McMaster Humanities Society (MHS);
    - 4.1.1.7 McMaster Science Society (MSS);
    - 4.1.1.8 McMaster Social Sciences Society (MSSS);
    - 4.1.1.9 McMaster Undergraduate Nursing Students Society (MUNSS).

## 5. SOCS And IRC

- 5.1 At regularly scheduled meeting of The Presidents Council, the President shall communicate via verbal statement as to where students may obtain information. The statement shall request that individuals present at this meeting, disseminate this information to their constituents;
- 5.2 The President or a designate, may also choose to make a Delegation from the Floor presentation at a meeting of the IRC and request that the information be shared at residence building in-hall meetings. The delegation will also request that during the in-hall meeting, reps ask that their FLIRCS inform students living in residence about this information:

## 6. FYC

- 6.1 The President, in consultation with the Vice-President (Education), shall draft a letter advising students where information will be posted, and e-mail this letter to the FYC President asking that the information be shared with his or her constituents.

## 7. Campus Television Screens

- 7.1 The Vice-President (Education) shall compile a document setting out where information will be posted, and circulate it to McMaster Hospitality Services and

the MSU Underground Media & Design, for display on Centro and residence television screens, respectively;

- 7.2 Prior to submission to McMaster Hospitality Services, the Vice-President (Education) shall contact the Director of McMaster Hospitality Services to confirm that the information is eligible for posting on Centro television screens;
- 7.3 As additional television screens are installed on campus, this policy shall be read to include those posting opportunities.

## 8. Informational Sessions

- 8.1 When the MSU learns of a labour dispute, program closure or any matter deemed substantial or immediately important to the well being of students, the UA Committee shall obtain a list of all upcoming MSU events;
- 8.2 The UA Committee shall determine on an issue-by-issue basis, at which events information dissemination sessions might be appropriate for this purpose;
- 8.3 The UA Committee, in consultation with the Vice-President (Education) shall develop an outline of the verbal announcement to be made at MSU events and schedule for the Vice-President (Education), UA Commissioner, or person(s) appointed by the UA Commissioner to make announcements.

## 9. VLOG

- 9.1 Members of the UA Committee shall work with the Vice-President (Education) to create a Vlog which will inform students as to where they may obtain information;
- 9.2 The Vlog shall be created and disseminated in accordance with the Vlog Guidelines Operating Policy.

## 10. The Silhouette

- 10.1 When the MSU learns of a labour dispute, program closure, or any matter deemed substantial or immediately important to the well being of students, the VP (Education) may obtain an advertisement in the next issue of the Silhouette and every subsequent issue of the Silhouette for up to 3 months, or in the case of a labour dispute, until the labour dispute has been resolved. The frequency of advertisement in the Silhouette shall occur at the discretion of the VP (Education);
- 10.2 The advertisement in the Silhouette shall inform students as to where they may obtain information regarding a program closure, labour dispute or any matter deemed substantial or immediately important to the well being of students.

## 11. MSU Website

- 11.1 When MSU learns of a labour dispute, program closure or any matter deemed substantial or immediately important to the well being of students, the VP (Education) shall release an announcement on the MSU Website as to where students may obtain information regarding any one of these issues.

## 12. Poster Media Campaign

- 12.1 When the MSU learns of a labour dispute, program closure or any matter deemed substantial or immediately important to the well being of students, the VP (Education) may work with the UA Committee to develop a Poster Media Campaign. Posters will be created and disseminated at the discretion of the VP (Education). Any poster used to disseminate information to the Students should follow the MSU Visual Identity Guide;
- 12.2 Any project or initiative launched by the MSU should consider utilizing a Poster Media Campaign.