



# Operating Policy – SRA Communication & Outreach

## 1. Purpose

- 1.1 To define a communication strategy that provides framework for the SRA to advertise and disseminate information discussed at meetings through appropriate social media channels on a timely basis;
- 1.2 To define the major constituent outreach pathway of the SRA by setting parameters for Outreach Hours.

## 2. Implementation

- 2.1 Responsibility for the implementation of this policy shall be with the Speaker and Caucus Leader, as delegated by the Vice-President Administration.

## 3. Communication Strategy

### 3.1 Administration:

#### 3.1.1 The Speaker shall:

- 3.1.1.1 Circulate a sign-up sheet to all SRA members with each SRA meeting planned for the year on it within one (1) week of those dates being available;
- 3.1.1.2 Release the communications schedule by September 1;

#### 3.1.2 Each SRA member shall sign up to be responsible for developing and distributing communication material that contains content, which appropriately summarizes the meeting;

- 3.1.2.1 Communication material includes but is not limited to videos, pictures, posters, class talk speeches, etc.

#### 3.1.3 Communication material shall be completed by a minimum of two (2) and maximum of three (3) SRA members;

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- 3.1.3.1 It is the responsibility of the communication material creators to decide how to divide the work and complete their assigned part(s) in a timely manner;
  - 3.1.4 In the case of an emergency SRA meeting, an emergency sign-up will be held and any SRA members available can choose to sign up;
    - 3.1.4.1 Emergency communication material should be held to the same regulations that non-emergency communication material are held to;
  - 3.1.5 It is encouraged that all SRA members working on communication material should be from different caucuses to ensure a diverse range of opinions.
- 3.2 Content:
- 3.2.1 It is encouraged that all communication content contains some or all of the following sections:
    - 3.2.1.1 Key Points, where the pertinent points of the meeting are listed and outlined in a concise manner;
    - 3.2.1.2 Get Involved, where upcoming opportunities for student involvement are listed and outlined in a concise manner;
    - 3.2.1.3 Find Out More, where links to further information on matters discussed in Key Points and Get Involved can be found;
    - 3.2.1.4 Next Meeting, where the date, time, and location of the next SRA meeting is given.
- 3.3 Logistics:
- 3.3.1 Communication material is to be completed within twenty four (24) hours of an SRA meeting;
  - 3.3.2 The SRA members who complete the communication material are responsible for circulating it to the Speaker for review immediately upon completion;
  - 3.3.3 The Speaker is to review the content within one (1) business day to ensure all information is correct and in good taste;
  - 3.3.4 Should the Speaker deem that edits need to be made:
    - 3.3.4.1 The content is to be sent back to the members who created it with recommendations for edits immediately upon review;
    - 3.3.4.2 The creators must consider the recommended edits within twenty-four (24) hours and send it back to the Speaker for review immediately upon completion;

3.3.4.2.1 After this step the cycle is to be repeated until the content is appropriate for distribution;

3.4 Promotion and Advertising:

3.4.1 Each caucus is responsible for sharing communication content on all caucus social media accounts within twenty four (24) hours of receiving the finalized content;

3.4.2 All SRA members are encouraged to share communication content on personal social media accounts.

## 4. Outreach Hours

4.1 Administration:

4.1.1 Each SRA member will be responsible for signing up for one (1) hour long session on a school day each week and may choose to sign up for additional hours at their discretion;

4.2 Logistics:

4.2.1 Sessions shall be held between 8:30 AM and 11:00 PM from Monday to Friday;

4.2.2 Sessions may be held in any location on campus provided the area is accessible to their constituents;

4.2.2.1 Caucus members are encouraged to host their sessions in one (1) common location and during one (1) common hour of the day.

4.2.3 Caucus members are encouraged to have as little overlap in their sessions as possible;

4.2.4 Each Caucus Leader shall:

4.2.4.1 Collect the session times and locations from their caucus members;

4.2.4.2 Report the time and location of each member's session to the Speaker within twenty four (24) hours of the end of the drop/add periods;

4.2.4.3 Notify the Speaker of any changes to a session that may occur;

4.2.4.4 Hold meetings with caucus members who were absent for two (2) Outreach Hour sessions to discuss performance and remediate the situation;

4.2.5 The Speaker shall:

4.2.5.1 Create a master schedule including the necessary information for every session;

4.2.5.2 Publish the Outreach Hour schedule to the MSU website and calendar for the public to view;

4.2.6 SRA members shall:

4.2.6.1 Attend their designated Outreach Hour sessions;

4.2.6.2 Notify their caucus should they be unable to complete an Outreach Hour session;

4.2.6.3 Notify their caucus leader if they must temporarily or permanently designate a different time or location for their Outreach Hour session;

4.2.6.4 Fill in for other caucus members if they are unavailable for their Outreach Hour session provided that the other member's session is compatible with their schedule;

4.2.6.5 Notify their constituents via caucus social media should a session have to be cancelled for any reason.

4.2.6.6 Notify the Caucus Leader if a member of their caucus has failed to complete two (2) sessions per term.

4.3 Promotion and Advertising:

4.3.1 Other acceptable venues to post the Outreach Hours schedule are caucus, faculty society, and personal accounts which includes but are not limited to:

4.3.1.1 Twitter;

4.3.1.2 Facebook;

4.3.1.3 Modes of communication used by individual caucuses, such as an electronic newsletter.