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From the office of the...

Associate Vice-President Internal Governance

TO: SRA Assembly Members
 FROM: Armin Sariaslani - Associate Vice-President: Internal Governance
 SUBJECT: Operating Policy – Communication Strategies
 DATE: April 24, 2022

Dear Members of the Assembly,

Section	Current	Proposed	Explanation
1.1	<p>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.</p>	<p>1.2 To establish a minimum standard for communication with student leaders and the general student body to disseminate reliable information on a timely basis in response to:</p> <p>1.2.1 Program closures;</p> <p>1.2.2 Labour disputes;</p> <p>1.2.3 Any other matter deemed substantially and/importantly important to the well-being of students.</p>	More organized

<p>1.4</p>	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> X. MSU (McMaster Students Union) XI. SRA (Student Representative Assembly) XII. UA (University Affairs) XIII. AVP UA (Associate Vice-President: University Affairs) XIV. “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. XV. FYC (First Year Council) 	<p>Corrected the new names and removed the ones that are not used in the policy</p>
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	<p>scheduled meeting within the Inter-Residence Council, attended by FLIRC and Residence Representatives, usually following a Proper.</p> <p>IX. FYC (First Year Council)</p>			
11	<p>MSU Website Operating Policy – Communications Strategy – Page 4 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.</p>	<p>3</p> <p>3.1</p> <p>3.2</p>	<p>MSU Website</p> <p>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) shall release an announcement on the MSU Website as to where students may obtain information regarding any one of these issues;</p> <p>The MSU website shall be utilized as the primary source of information for the students and all the other forms of communications mentioned in this policy shall consider redirecting the students to the MSU website.</p>	<p>MSU’s website should be the primary source of outputting information. SO it was moved to the top of the policy and 3.2 was added to make it clear that the website is the main place that traffic must be redirected to</p>
3.5	NA		<p>3 Social Media</p> <p>3.1 When the MSU learns of a labour dispute, program closure or any matter deemed</p>	<p>The policy had no section for social media. It was needed and it should be utilized to</p>

		<p>substantial or immediately important to the well-being of students, the VP (Education) may work with the UA Committee to develop a social media Campaign;</p> <p>3.2 The Social Media campaign shall utilize MSU's Social Media platforms to provide the appropriate information to the student body and refer the students to the MSU website for further information.</p>	<p>provide some information to the students and redirect the traffic to the website for further information</p>
3.5	<p>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.</p>	<p>5 Print Media 5.1 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 by MSU underground and disseminated at the discretion of the VP (Education); 5.2 Any project or initiative launched by the MSU should consider utilizing a Poster Media Campaign.</p>	<p>Poster is a limited term, it makes more sense to call it print media.</p>
3.5	<p>5 SOCS And IRC 5.1 At regularly scheduled meeting of The Presidents Council, the President shall communicate via verbal statement as to</p>	<p>removed</p>	<p>This section looks very dated. For instance IRCs don't exist anymore. I personally think considering that we have a social/print</p>

	<p>where students may obtain information. The statement shall request that individuals present at this meeting, disseminate this information to their constituents;</p> <p>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:</p>		<p>media campaign plus posting info on our website plus utilizing a large network of screens on campus, this part is simply extra work with very little additional benefit. This probably made sense in before such a wide access to social media platforms. The reality of today's communication with students is that you get the most engagement on social media and the website and everything else should direct traffic to these places and this aspect of the policy seems very old fashion and inefficient.</p>
<p>3.5</p>	<p>7. Campus Television Screens</p> <p>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 Operating Policy – Communications Strategy – Page 3 the MSU Underground Media & Design, for display on Centro and residence television screens, respectively;</p> <p>7.2 Prior to submission to McMaster Hospitality Services, the Vice-President</p>	<p>9 Campus Screens Network</p> <p>9.1 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 Information System, respectively;</p>	<p>Some minor changes were made by consulting with Michael Wooder</p>

	<p>(Education) shall contact the Director of McMaster Hospitality Services to confirm that the information is eligible for posting on Centro television screens;</p> <p>7.3 As additional television screens are installed on campus, this policy shall be read</p> <p style="text-align: right;">to include those posting opportunities.</p>	<p>9.2 The Vice-President (Education) shall also consider contacting other student bodies that can display the aforementioned information;</p> <p>9.3 As additional television screens are installed on campus, this policy shall be read to include those posting opportunities.</p>	
<p>3.5</p>	<p>8. Informational Sessions</p> <p>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;</p> <p>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;</p> <p>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)</p> <p style="text-align: right;">appointed by the UA Commissioner to make announcements.</p>	<p>10 Informational Sessions</p> <p>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 UA Committee shall review the upcoming MSU events to determine on an case-by-case basis, at which events information dissemination sessions might be appropriate for this purpose;</p> <p>10.2 The UA Committee, in consultation with the Vice-President (Education) shall develop an outline of the verbal announcement to be made at MSU events</p>	<p>Obtaining a list of events is a bit extreme in my opinion. I think reviewing events on a case by case basis to see what events are appropriate would be a much more pragmatic strategy that I can see actually being done instead of just being in a policy and due to its unrealistic nature just being ignored. Michael wooder agreed with this assessment.</p>

		and schedule for the Vice-President (Education), AVP UA, or person(s) appointed by the UA Commissioner to make announcements or provide information to the appropriate group.	
3.5	<p>9 VLOG</p> <p>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;</p> <p>9.2 The Vlog shall be created and disseminated in accordance with the Vlog</p> <p style="text-align: right;">Guidelines Operating Policy.</p>	Removed	We don't do VLOGs anymore. This is a good example of how when a policy is extremely specific it can be dated quickly.
3.5	<p>10. The Silhouette</p> <p>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);</p> <p>10.2 The advertisement in the Silhouette shall inform students as to where they may</p> <p style="text-align: right;">obtain information regarding a</p>	<p>11. The Silhouette</p> <p>11.1 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 consider an advertisement in print or online issues of Silhouette</p>	Mostly edited to recognize that silhouette publishes online most of the times now

	<p>program closure, labour dispute or any</p>	<p>as deemed necessary by VP (Education);</p> <p>s</p> <p>11.2 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.</p>	
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If you have any questions or concerns, please do not hesitate to reach out to me via email prior to the meeting.

Kind regards,
 Armin Sariaslani
avpinternal@msu.mcmaster.ca