



Operating Policy – Communications Strategy

1. Purpose

- 1.1 To set out a framework for timely communication with student leaders and the general student body to disseminate reliable information in response to program closures, labour disputes, or any matter deemed substantial or immediately important to the well-being of students; and
- 1.2 To provide a standard for communications not precluding 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. VP (Vice-President)
- VI. AVP (Associate Vice-President)
- VII. FYC (First Year Council).

3. MSU Clubs

- 3.1 The President, in consultation with the Vice-President (Education), shall provide written and/or digital media communication advising students where information will be posted, and ask that the club President share this information with their respective club membership:
 - 3.1.1 The Vice-President (Education) shall request that the Clubs Administrator share to the respective President of each MSU-recognized club.

4. Faculty Societies

- 4.1 The President, in consultation with the Vice-President (Education), shall provide written and/or digital media communications advising students where information will be posted, and share 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. President's Council

5.1 At regularly scheduled meetings of The President's 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;

6. FYC

6.1 The President, in consultation with the Vice-President (Education), shall provide written and/or digital media communication to the FYC Chair asking that the information be shared with FYC and their constituents.

7. Campus Monitors/Screens

7.1 The The MSU Communications and Advertising Department shall display advertisements on MSU controlled networks and will share information to all campus partners who have access to their own screens (i.e. Hospitality, Residence Life, Athletics and Recreation).

8. Informational Sessions

8.1 The AVP (UA), 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), AVP (UA), or person(s) appointed by the AVP (UA) to make announcements;

8.1.1 The UA Committee, under the AVP (UA), shall obtain a list of all upcoming MSU events;

8.1.2 The UA Committee shall determine on an issue-by-issue basis, at which events information dissemination sessions might be appropriate for this purpose.

9. Video

9.1 Members of the UA Committee shall work with the Vice-President (Education) to create a video which will inform students as to where they may obtain information;

10. CFMU and The Silhouette

10.1 The VP (Education) shall work with CFMU and The Silhouette to put together a Public Service Announcement (PSA);

10.1.1 The frequency of announcements shall be at the discretion of the VP (Education).

11. Print Media Campaign

11.1 The VP (Education) shall work with the AVP (UA) and the UA Committee to develop a Print Campaign, if necessary;

11.1.1 Print media may include posters, rave cards, stickers, as well as other physical media.

11.2 Print shall be created and disseminated at the discretion of the VP (Education). Any media used to disseminate information to the students should follow the MSU Visual Identity Guide;

11.3 Any project or initiative launched by the MSU should consider utilizing a Print Media Campaign.

12. Email

12.1 A mass email shall be sent to MSU members providing information and/or updates, if necessary;

12.2 This email shall be sent by the Communications & Advertising Director.

13. MSU Website

13.1 The MSU shall host further information on the MSU website, if necessary;

13.2 Information listed in previous sections shall direct students to the MSU webpage where more details and/or action items are provided.