

## POLICY AND PROCEDURES

POLICY NAME: College Communications	POLICY NUMBER: 1.5.0	CATEGORY: Administration
RESPONSIBLE EXECUTIVE: President	APPROVAL AUTHORITY: Senior Leadership Team	EFFECTIVE DATE: OCTOBER 4, 2023
NEXT FULL REVIEW DATE: October 3, 2028	REVISED: October 30, 2023	REPLACES:

### Purpose

The purpose of this policy is to establish standardized protocol for Coquitlam College (the College) to disseminate accurate, consistent and timely internal and external communication.

### Scope

This policy applies to all members of the College community and covers official channels of communication between the College and its employees, students, Board of Governors, the media and other external organizations.

### Policy Statements

1. The College encourages the exploration of a diversity of viewpoints and supports the exchange of information throughout the College community, and with the public, about important societal issues, particularly those that relate to fields of study within the College.
2. On all matters related to communications, the College respects legislated bounds of privacy, safety, security and confidentiality, and proprietary rights with respect to intellectual property.
3. Information relevant to, and required by, employees and students to honour their obligations as a member of the College community, including but not limited to notifications regarding administrative and operational activities, policies, procedures, and important dates is communicated through the College's intranet system and/or by email as appropriate.
4. The College strives to provide relevant and timely communications that showcase College programs and other activities of interest.
5. The Marketing Department is responsible for the overall tone, look and feel of, and standards of content for, all Media, including the College's intranet, public website, printed materials, physical and digital signage, videos, posters and social media channels, as well as advertising and other marketing materials.
6. The Marketing Department is responsible for official College Communications with news media.

7. Only designated spokespersons, as directed by Senior Executives, may speak on behalf of the College.

### Procedures

8. All requests by the media or others for official statements on behalf of the College are to be directed to the President, who will work with the appropriate parties and/or College administrators to provide key messages and statements.
9. In the event of a crisis, the Communications Officer will work with the Office of Safety, Security and Risk Management, the Senior Management Team, the Incident Commander and appropriate administrators and staff members to provide the most accurate, relevant and timely information to members of the College community and the public at large.
10. To prevent misinformation, members of the College community are advised to avoid sharing or spreading publicly any information that does not come through official channels.
11. Employees and students are provided access to the College's intranet system and are expected to login to the intranet regularly to access official College communications.

### Definitions

**College Community:** Employees, students, Board members, contractors, suppliers, visitors and any other person contractually obligated to comply with this policy.

**Communications:** The dissemination of official information related to the College, including but not limited to College activities, plans, positions or events, through any medium, to members of the College Community, the media or the public at large.

**Crisis:** An event or events that could bring about real or perceived harm to the College, its students or employees.

**External Communications:** Communication with any individuals, groups or organizations outside the College (e.g., news media, government, other institutions, the public).

**Incident Commander:** The person designated as the authority during a crisis, typically a College official or police officer, firefighter or other emergency personnel on site.

**Internal Communications:** Communication within the College Community through any official channels (e.g., MyCC, CC student portal, CC instructor portal, email, social media, signage, posters, ENS, newsletters).

**Media:** Tools, products or organizations used for the purposes of communicating with others; includes news media (e.g., radio, television, newspapers, blogs), social media (e.g., Facebook, Instagram, Snapchat, Twitter), and other Communications formats (e.g., newsletters, websites, intranets, broadcast emails, app notifications, the ENS and on-campus physical and digital signage).

### **Related Documents**

[Coquitlam College Statement on Academic Freedom](#)

[1.2.1 Personal Information and Protection of Privacy for Students](#)

[1.3.9 Personal Information and Protection of Privacy for Employees and Volunteers](#)

[2.2.2 Student Non-Academic Conduct](#)

[3.1.2 Conflict of Interest for Employees](#)

[Personal Information Protection Act, SBC 2003, c. 63](#)

[Privacy Act, RSBC 1996, c. 373](#)