



### 1.3.5 Right to Information

Stakeholders have a right to information, except in circumstances in accordance with the Freedom of Information and Protection of Privacy Act and with established by-laws and policies of the Board of Governors on the activities of the College and matters that affect them.

### 1.3.6 Plain Language Communications

Everyone should be able to understand what the College is doing. This means plain language will be used in all College communications including publications, policies, etc.

### 1.3.7 Uniform Visual Identity

In order to present a consistent corporate image the College logo, as the identifying signature, should be used in communications activity in accordance with the College's corporate identity.

### 1.3.8 Respect and Human Rights

Communications will respectfully portray and address people of differing gender, culture, age, beliefs and abilities. The language used in College communications will reflect this principle.

### 1.3.9 General

Communications span the entire range of College initiatives; therefore, communications is a part of everything that the College does. It must be an integral part of every step of the process of planning and delivering College programs and services.

## **1.4 Background**

The variety of policies and decisions that affect college constituents, as well as the programs and services offered to students, require effective communications by the College with the people it serves and with whom it works.

The quality of communications depends on understanding the principles underlying how the college is to communicate with its constituents and the roles and responsibilities for communications.

## **2. ROLES AND RESPONSIBILITIES**

### **2.1 Board of Governors**

The Board of Governors sets the goals, objectives and priorities of the College and provides direction on communications, including consultations, about college plans and activities. The Board will communicate with a “single voice” externally through the Board Chair or designate on Board decisions or Board policies.

### **2.2 President**

The President is responsible for the overall management and operation of the College and has responsibility for ensuring effective communication between College administration and the Board. The President may delegate responsibility for approval of communications activities, such as media releases, brochures, pamphlets and other forms of public advertising and information to an appropriate Vice President or Director. Without limiting the generality of the above, the Board of Governors is responsible for approving public hearings and public consultations, opinion polls, focus groups.

### **2.3 Evaluation**

**This policy will be evaluated every three years as part of the Board’s regular policy review process.**