



UNIVERSITY OF REGINA  
FACULTY ASSOCIATION

## **URFA Communications Policy**

This policy provides the framework for how the University of Regina Faculty Association (URFA) communicates with its members and stakeholders about URFA activities, campaigns, services and policies.

### **1. Application**

- 1.1. This policy and its supporting documents apply to all URFA communications with members and stakeholders.

### **2. Definitions**

- 2.1. Logo: a symbol designed for and used by a company or organization as a visual queue to increase recognition of the organization.
- 2.2. Two-way symmetrical communications: an approach to communications that focuses on ensuring decisions made by an organization equally benefit the organization and its audiences, as outlined in James Grunig and Todd Hunt's book "Managing Public Relations".
- 2.3. Union bug: a union bug indicates that an item was produced by a unionized organization.
- 2.4. URFA communication leads: Those who communicate on behalf of URFA in various capacities, including the President, Executive Director, Communications Officer, committee chairs and others as determined by URFA activities.
- 2.5. URFA members: Seven different bargaining units make up the more than 1,500 URFA members including: University of Regina Academic staff; University of Regina Administrative, Professional and Technical; Campion College Academic; Luther College Academic; First Nations University of Canada Academic; First Nations University of Canada Administrative, Professional and Technical; and First Nations University of Canada Sessionals.
- 2.6. URFA stakeholders: Comprised of those who have an interest in or are affected by URFA business. Primary stakeholders include: University of Regina employees who are not URFA members; University of Regina students; University administration; media; other faculty associations across Canada; the labour community in

Saskatchewan. Additional stakeholders may be identified depending on the topic, question or campaign.

- 2.7. Visual identity: the collective visual components an organization uses to create a unique look and feel. Visual identity includes items like colours, fonts, style of graphics and images types and treatment.

### **3. Context**

- 3.1. Communications with URFA members and stakeholders are central to establishing URFA as a two-way symmetrical communications association. The goal of URFA communications is to engage with URFA members; raise awareness of and engagement with URFA's services; and to promote the benefits that URFA members contribute to society through their work in public university education.
- 3.2. As technology evolves, URFA's communications and communications channels evolve accordingly to ensure sustained, effective communications with members and stakeholders. To facilitate ongoing dialogue, URFA utilizes a multi-faceted approach by sharing information using a combination of digital platforms and print materials. Examples of the communications methods in use are social media, printed materials, media relations, website and email.
- 3.3. In accordance with URFA's values, URFA communications are respectful, inclusive, collegial and provide opportunities for questions and dialogue. Communications utilize tailored messaging that is audience-specific, are created to add value and are designed to be responsive to audience needs.
- 3.4. Transparent, timely and clear communications with URFA members and stakeholders contribute to URFA's fulfillment of its vision and mission and the operationalization of its strategic directions.
- 3.5. Responsibility for communications with members is shared between members of the URFA staff, Executive Committee and those who volunteer on committees. Only those who are designated as spokespeople by URFA may represent URFA in an official capacity outside of any URFA meetings or communications. Materials that are to be shared with members are to be generated by, or reviewed by, the URFA office. URFA reserves the right to edit or refuse to share or post content that is requested to be shared through or on URFA channels.
- 3.6. URFA's logo and visual identity is outlined in the URFA Brand Standards Guide. A clear and consistent application of URFA's logo and visual identity creates greater brand recognition and ease of identifying URFA materials and services.

- 3.7. URFA, a unionized office, is part of COPE Local 397. Consistent inclusion of COPE Local 397's logo, or union bug, wherever possible, creates greater recognition of URFA's union membership.
- 3.8. Official URFA communications channels including, but not limited to, email, social media, website and any print materials are the designated channels for URFA communications. URFA materials are to be distributed only through official URFA communications channels or channels that have been confirmed through prior discussion with the URFA Executive Committee and Executive Director.

#### **4. Objectives**

The objectives of URFA's Communications Policy are to ensure that URFA:

- 4.1. Communicates in ways to fulfill the goal of establishing URFA as a two-way symmetrical communications association with ongoing communications between URFA and its members and stakeholders.
- 4.2. Welcomes, encourages and subsequently considers the input, views and ideas of members in the development and implementation of services, programs and bargaining campaigns, and other activities.
- 4.3. Communications are reflective of the purpose, objectives and collectivist values of URFA and its membership.
- 4.4. Communicates with members and stakeholders in effective and clear ways using relevant platforms and tools.
- 4.5. Brand, visual identity and COPE Local 397 union bug are recognizable in all communications.
- 4.6. Membership in COPE Local 397 is recognizable in communications, wherever possible.
- 4.7. Is aware of, and responsible for, all communications that represent URFA.

#### **5. Expected results**

- 5.1. URFA members are welcomed and encouraged to connect with URFA at any time with questions, ideas or feedback.
- 5.2. URFA communications are timely, transparent, accurate, add value and meet the needs of members and stakeholders.
- 5.3. URFA maintains awareness of evolving tools and platforms in communications and adapts accordingly to ensure continued, effective communications with audiences.

- 5.4. URFA seeks committee and/or broader member input on initiatives, services and campaigns and members feel welcomed to share their ideas.
- 5.5. URFA's brand and visual identity is consistently applied across communications regardless of platform or type of communications.
- 5.6. URFA's membership in COPE Local 397 is highlighted in URFA communications by adding the union bug wherever possible, regardless of platform or type of communications.
- 5.7. URFA's key messages and values are incorporated in all its communications.

## **6. Responsibilities**

Communication leads at URFA are responsible for:

- 6.1. Facilitating communications with URFA members and stakeholders by:
  - 6.1.1. Providing timely, clear and factual information.
  - 6.1.2. Using a variety of media and platforms to facilitate engagement.
  - 6.1.3. Monitoring evolving technologies and tools to identify potential new communications avenues.
  - 6.1.4. Meeting the requirements of the Standard on Web Accessibility.
  - 6.1.5. Considering the views, input and ideas of URFA members and stakeholders when developing programs, services, and initiatives.
- 6.2. Ensuring that URFA communications activities incorporate and reflect URFA's values.
- 6.3. Ensuring that URFA communications activities contribute to URFA fulfilling its vision, mission and strategic directives.
- 6.4. Providing strategic communications advice and support to URFA leadership on communicating about URFA priorities, activities and campaigns.
- 6.5. Applying URFA's brand and visual identity consistently.

Approved by Executive: May 18, 2021

Date of Last Review:

Date of Last Re-Approval:

Next Review Date:

## **Appendix: Supporting documents**

Brand Standards Guide  
Communications Plan  
Media Relations Procedures  
Social Media Procedures  
Strategic Plan Summary  
Website Privacy Policy  
Websites Procedures