



Policy and Procedure

SUBJECT: Communications Policy

ADOPTED by/date: March 20, 2019

REFERENCE:

- a. As organizations mature, their practices evolve and, sometimes, take turns which may not be in the best interests of said organization. It is incumbent on the organization, therefore, to review its practices to ensure they remain consistent with its mission.
- b. The St. Clair College Retirees' Association could not survive without group email capability, and our Association has taken great pains to protect its email list from exposure to unwanted commercial interests.
- c. The St. Clair College Retirees' Association is committed to timely, informative and helpful communication with its members. It is also committed to communication consistent with its mission and related policies, such as its Conflict of Interest Policy. Further, the Association is acutely aware of the fact that, without close monitoring and policy statement protection, the ease with which communication can be affected exposes it to excessive use and, even, abuse.

PURPOSE:

This policy and related procedures are intended to clarify conditions and processes under which communications are distributed to the association members.

POLICY:

- a. **The St. Clair College Retirees' Association will neither promote nor distribute information of a commercial, political, religious or not-for-profit nature without the formal approval of the Association Executive.**
- b. **The St. Clair College Retirees' Association will be sensitive to the volume of communication to which it subjects its members, and, whenever possible, will, out of respect to its members, devise ways to minimize the number of its email broadcasts.**

PROCEDURES:

The SCCRA will adhere to the following guidelines in respect to group email communication via its Communications Coordinator or designate:

- a. The SCCRA will not communicate promotional information which might result in real or perceived financial gain for the promoter;
- b. The SCCRA will not communicate promotional information on behalf of its members, or anyone else, even if it is of a not-for-profit community service nature;
- c. The SCCRA may communicate promotional information which supports both Association and College-organized activities which may be of interest to its members;
- d. The Association will diligently adhere to its mail distribution procedures.

ACCOUNTABILITY:

POLICY CATEGORY & NUMBER:

DISTRIBUTION: