



UBC Internal Communications Governance Guidelines

In 2014, a central Internal Communications team was established, in an effort to improve how the UBC communicates with its faculty and staff. Since this time, the team has evaluated and enhanced a series of key central communications channels.

These comprise **UBC Broadcast Email**; **UBC Bulletin** (previously Heads Up) and the **UBC Today** newsletter (previously Working at UBC). With the creation/enhancement of these channels, the team has identified a need for clear governance guidelines. These guidelines act as a tool in which to determine the appropriate channel for campus-wide messages, together with clarity over how messages are authorized and distributed.

Contents:

UBC Broadcast Email.....	2
Purpose	2
Audience.....	2
Ownership/Approvals.....	2
Frequency	2
UBC Bulletin (previously Heads Up).....	3
Purpose	3
Audience.....	3
Ownership/Approvals.....	3
Frequency	4
UBC Today newsletter (previously Working at UBC).....	5
Purpose	5
Audience.....	6
Ownership/Approvals.....	6
Frequency	6
Summary of guiding principles.....	7
Contact	8



UBC Broadcast Email

Purpose

Broadcast emails are a well-established channel for communicating institutional messaging that is time-sensitive and relevant to a large percentage of UBC's internal audiences (faculty, staff and/or students). Broadcast emails may be used to communicate the following:

- Large scale announcements such as the UBC Strategic Plan
- Updates on high profile topics such as UBC's Sexual Assault Policy
- Formal notices from the Board of Governors and/or Senates
- Executive appointments/changes
- Organizational changes that affect significant numbers of faculty, staff and/or students
- Campus safety updates/emergency planning
- Messages from the President

Audience

Broadcast emails are only sent to the groups for whom the message is most relevant. For example, only faculty will receive invitations to vote for Joint Faculties representatives on the Senate. Messages that go to more than one group (i.e. faculty and students) may be tailored to include information that is specific to each group.

Ownership/Approvals

Broadcast emails are owned by the UBC Executive with Internal Communications acting as the steward/facilitator of this channel. All messages must be submitted at least two working days before the issue date, and be approved by a member of the UBC Executive. Messages are also reviewed by designated senior communicators within each central admin unit.

Internal Communications adopts the role of advisor around message content and timing.

Frequency

Broadcast emails are typically issued Monday to Thursday, between 11am and 1pm (allowing time for messages to make their way through the system). There is a maximum of one broadcast email permitted each day.



UBC Bulletin (previously Heads Up)

Purpose

UBC Bulletin acts as a channel to inform and engage broader leadership at the university – namely deans, associate deans, assistant deans, department heads, managers and senior professional staff. UBC Bulletin may be used to communicate the following:

- Advance notice of university-wide initiatives or organizational changes that will be communicated to the broader UBC community via broadcast email at a later date
- Updates on previous institutional messaging/invitations for feedback
- Senior level appointments/changes (AVP level or equivalent)
- Large scale project updates/developments
- Bargaining updates
- Advance notice and/or follow up related to high profile media coverage
- Research grant info/deadlines
- Organizational changes that do not affect significant numbers of faculty, staff and/or students
- Large scale consultations

The additional advantage to UBC Bulletin is the ability for senior leadership to receive advance notice of wider institutional announcements – thereby equipping them to have conversations within their respective teams.

Audience

UBC Bulletins are only sent to the groups for whom the message is most relevant. For example, only faculty leadership will receive messages regarding faculty-specific topics.

Ownership/Approvals

UBC Bulletin is owned by the UBC Executive with Internal Communications acting as the steward/facilitator of this channel. All messages must be submitted at least two working days before the issue date, and be approved by a member of the UBC Executive or their designated AVP. Internal Communications adopts the role of advisor around message content and timing.



Frequency

UBC Bulletins are typically issued Monday to Thursday, between 11am and 1pm. There is a maximum of one UBC Bulletin permitted each day. However, it is possible for a UBC Bulletin to be issued on the same day as a broadcast email.



UBC Today newsletter (previously Working at UBC)

Purpose

UBC Today is a bi-weekly newsletter for all faculty and staff. It is issued in collaboration with the UBCO University Relations team - sharing content across both campuses where possible (UBCO has an established newsletter known as The Exchange).

UBC Today contains a mix of non-urgent content ranging from broad institutional updates to event listings, leadership profiles and stories on faculty and staff. The purpose of UBC Today is to create a single newsletter for faculty and staff regarding announcements and updates that have a broad audience appeal. Content is determined based on the following criteria:

- Is the content of wide-ranging interest to faculty and staff?
- Is it timely and of particular relevance to faculty and staff?
- Does it help us learn more about the people who make up UBC's faculty and staff community?
- Is it responsive to the feedback we have received in our faculty and staff research*?

In addition to providing compelling content, UBC Today can act as a supplementary channel to broadcast emails and/or UBC Bulletin. For example, broadcast email may be used to make an initial wide-scale announcement, with supplementary information and/or updates in editions of the newsletter. UBC Today may be used to communicate the following:

- New entries to the President's blog
- People profiles to support broad organizational change
- Awareness days/events
- Reminders/follow up messaging related to Board/Senate elections
- United Way campaign launch and updates
- Policy consultation - messaging from Legal Counsel
- Operational/project updates (following initial communication via UBC Bulletin)
- Research grant reminders (following initial communication via UBC Bulletin)
- Awards and recognition
- Appointments of interest (beyond senior leadership)
- UBC Annual Report
- Stay safe messages

** Faculty and staff have been asked on numerous occasions for feedback on what they wish to see in a university-wide newsletter - via the Open Minds Forum and other Internal Communications research. The criteria for UBC Today prioritizes the need to ensure that content is responsive to what faculty and staff tell us they want to receive.*



Audience

All faculty and staff receive the same version of UBC Today. They have the option to unsubscribe from the newsletter if they no longer wish to receive it.

Ownership/Approvals

UBC Today is owned by Internal Communications. The Internal Communications team acts in the role of editor with content submissions received from all corners of the university. Content can be submitted via an online form or email to the Internal Communications team. UBC Today also draws event information from events.ubc.ca (specifically curated for a faculty and staff audience).

Although the newsletter provides event listings, it is not used as a promotional tool to market specific events and/or announcements to faculty and staff. This is in order to maintain the integrity of this channel.

Frequency

Newsletters are issued on a bi-weekly basis (usually on a Tuesday).



Summary of guiding principles

Channel	Guiding principles
Broadcast email	Time sensitive, wide audience, broad relevance
UBC Bulletin	Time sensitive, narrower audience
UBC Today	Not time critical, wide audience, broad relevance

Below is a snapshot of how the internal communications channels can relate to, and support one another. This hypothetical example is based on UBC's strategic planning process.

Week	Broadcast Email	UBC Bulletin	UBC Today
1		Advance notice to deans, dept. heads and directors of <i>UBC's Next Century</i> - outlining process and timeframe	
2	Announcement to entire UBC community - formally launching engagement process		
3			Feature posting on <i>UBC's Next Century</i> . Leadership profile on the individual(s) who will be leading the process
4		Report back to deans, dept. heads and directors on what we've heard so far	
5	Announcement of next wave of engagement		
6			Promotion of specific engagement events. Share feedback with wider internal community.
7		Share draft priorities with deans, dept. heads and directors	
8			Share draft priorities with broader internal community.
9	Announcement of draft plan for further feedback.		
10			A series of profiles on elements of the draft plan.



Contact

For further information about these governance guidelines, please contact

Kate Hunter, Director, Internal Communications

UBC External Relations

Tel: 604 827 0674

Email kate.hunter@ubc.ca