UBC’s Internal Communications team has a vision to build a communications culture, in which faculty and staff feel informed, engaged and connected. As part of our work, we oversee and manage a series of key central communications channels.

These comprise UBC Broadcast, UBC Bulletin and UBC Today. With the creation and enhancement of these channels, the team 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 .......................................................................................................................... 2
  Purpose ................................................................................................................................. 2
  Audience ............................................................................................................................... 2
  Ownership/Approvals ......................................................................................................... 2
  Frequency ............................................................................................................................. 2

UBC Bulletin .......................................................................................................................... 3
  Purpose ................................................................................................................................. 3
  Audience ............................................................................................................................... 3
  Ownership/Approvals ......................................................................................................... 3
  Frequency ............................................................................................................................. 3

UBC Today ............................................................................................................................. 4
  Purpose ................................................................................................................................. 4
  Audience ............................................................................................................................... 5
  Ownership/Approvals ......................................................................................................... 5

Summary of guiding principles ............................................................................................ 7

Contact .................................................................................................................................... 8
UBC Broadcast

Purpose

UBC Broadcast is a well-established channel for communicating institutional messaging that is time-sensitive and relevant to a large percentage of UBC’s faculty and staff (on one or more campuses). UBC Broadcast 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
- Executive appointments/changes at VP level
- Organizational changes that affect significant numbers of faculty, staff and/or students
- Urgent campus safety updates/emergency planning
- Messages from the President

Audience

The audiences for UBC Broadcast comprise faculty and staff. UBC Broadcasts are only sent to the groups for whom the message is most relevant. Messages that go to more than one group may be tailored to include information that is specific to each group.

Ownership/Approvals

UBC Broadcast 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. UBC Broadcast signatories must be a member of the UBC Executive – with the exception of electoral announcements.

Messages are reviewed by designated senior communicators within each central admin unit. Internal Communications adopts the role of advisor around message content and timing.

Frequency

UBC Broadcasts are 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 UBC Broadcast permitted each day.
UBC Bulletin

Purpose

UBC Bulletin acts as a channel to inform and engage broader leadership at the university – namely the UBC Executive, 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
- Updates on previous institutional messaging/invitations for feedback
- Senior level appointments/changes (Dean and AVP level)
- Large scale project updates/developments
- Research grant info/deadlines
- Organizational changes that do not affect significant numbers of faculty/staff
- Large scale consultations

The 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

The audiences for UBC Bulletin comprise UBC Executive, deans, associate deans, assistant deans, department heads, managers and senior professional staff. UBC Bulletins are always sent to the Executive (President, Provost, VPs and AVPs), but are otherwise only sent to the groups for whom the message is most relevant.

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. UBC Bulletin signatories must be at VP, Dean or AVP level. Internal Communications adopts the role of advisor around message content and timing.

Frequency

UBC Bulletins are 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 UBC Broadcast.
UBC Today

Purpose

UBC Today is a dedicated website for faculty and staff, with a weekly email sent each Tuesday, highlighting a summary of what’s new that week. The site provides a range of content to support UBC faculty and staff in their work.

It helps to inform, engage and connect colleagues across all our campuses and learning sites. Content is considered based on the following guidelines:

- **Timeliness**: Is the content timely (why do faculty and staff need to know now?)
- **Relevance**: Does it have broad interest to faculty and staff?
- **Usefulness**: Is it about something that helps faculty and staff do their jobs or stay informed about the university’s priorities/goals?
- **Connection**: Does it help us learn more about the people who make up UBC’s faculty and staff?
- **Research based**: Is it responsive to the feedback we have received in our faculty and staff research?
- **Professional**: Is it professionally written and from a credible source?
- **Call to action**: Are we being clear in what we are asking of faculty and staff?

In addition to providing compelling content, UBC Today can act as a supplementary channel to UBC Broadcast and/or UBC Bulletin. For example, UBC Broadcast may be used to make an initial wide-scale announcement, with supplementary information and/or updates on the UBC Today website. UBC Today may be used to communicate the following:

- New entries to the President’s blog
- Institutional announcements and updates (e.g. UBC’s strategic plan)
- Awareness days/events (e.g. United Way campaign)
- Messages and reminders related to Board/Senate elections
- Policy consultation – messaging from Legal Counsel
- Operational/project updates
- Research grant reminders
- Awards and recognition
- Senior appointments of interest (beyond senior leadership)
- Stay safe messages

*Faculty and staff have been asked on numerous occasions for feedback on what information they wish to receive – 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

UBC Today has been designed for UBC’s faculty and staff audience. Each Tuesday*, an email is issued to all faculty and staff highlighting a summary of new and interesting items that week. *In the event of a statutory holiday, the weekly email summary may be issued on a Wednesday.

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 website 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.

Guidance for content submission

Communicators are invited to submit any of the following content types:

<table>
<thead>
<tr>
<th>Type</th>
<th>Examples</th>
<th>Additional considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Announcement</td>
<td>Achievements, appointments, operational updates, new opportunities, leadership updates, something for faculty and/or staff to provide feedback or comment on (e.g. vote in elections, complete a survey, participate in research).</td>
<td>Appointments of directors, dept heads and above only. Achievements and recognition must be significant or noteworthy.</td>
</tr>
<tr>
<td>Event</td>
<td>An in person or virtual event, activity, workshop, webinar, speaking, sporting or networking event.</td>
<td>Please submit your event to events.ubc.ca and tag for a faculty and staff audience.</td>
</tr>
<tr>
<td>Resource</td>
<td>Tools, templates, guides, FAQs, systems, processes.</td>
<td>Consider whether the resource needs to be added as a permanent link on the UBC Today website.</td>
</tr>
<tr>
<td>Story</td>
<td>A story or news about the work of an individual, team, faculty or unit, including research updates and findings, or examples of our strategic plan in action.</td>
<td>Aim to keep stories under 800 words and include multimedia where possible.</td>
</tr>
<tr>
<td>---------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------</td>
</tr>
<tr>
<td>Useful date</td>
<td>A university specific date or deadline such as when to apply for funding or a date by when to complete a survey.</td>
<td>Must be a UBC specific date which comes with a link to a page with more information.</td>
</tr>
</tbody>
</table>

For the most part, content will be published on a Monday morning, unless you provide a specific date and time for publication. You can submit content as far in advance as you’d like — but, where possible, please ensure your content is submitted at least two working days prior to the date of publication.

Once you’ve submitted content, a member of the UBC Internal Communications team will review your request, and let you know when and where your content will be published.
## Summary of guiding principles

<table>
<thead>
<tr>
<th>Channel</th>
<th>Guiding principles</th>
</tr>
</thead>
<tbody>
<tr>
<td>UBC Broadcast</td>
<td>Institutional announcements, wide audience, broad relevance</td>
</tr>
<tr>
<td>UBC Bulletin</td>
<td>Narrower leadership audience, provides advance notice</td>
</tr>
<tr>
<td>UBC Today</td>
<td>Wide audience, broad relevance, storytelling</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Week</th>
<th>UBC Broadcast</th>
<th>UBC Bulletin</th>
<th>UBC Today</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>Advance notice to Executive, deans, dept. heads and directors of <em>Shaping UBC’s Next Century</em> – outlining process and timeframe</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Announcement to entire UBC community – formally launching engagement process</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td>Feature posting on <em>Shaping UBC’s Next Century</em>. Leadership profile on the individual(s) who are leading the process</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>Report back to Executive, deans, dept. heads and directors on what we’ve heard so far</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Announcement of next wave of engagement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td>Promotion of specific engagement events. Share feedback with wider internal community</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>Share draft priorities with Executive, deans, dept. heads and directors</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td></td>
<td></td>
<td>Share draft priorities with broader internal community</td>
</tr>
<tr>
<td>9</td>
<td>Announcement of draft plan for further feedback</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Contact

For further information about these governance guidelines, please contact:

Kate Hunter, Director, Internal Communications
UBC Internal Communications
Vice President, External Relations Portfolio
Tel: 604 827 0674
Email kate.hunter@ubc.ca