

CFUW Ontario Council Communications Policy

Revision History

Version	Date	Author	Change Description
1.0	May 11, 2021	Sandy Thomson	Original version
2.0	August 1, 2021	Ingrid Sproxton	In General – added items pertaining to use of members' names; approved at Board meeting held on August 5, 2021

CFUW Ontario Council Communications

In General:

- All Ontario Council Board Communication to be respectful and non-discriminatory in nature.
 - Individual members' names will not be referenced in any Ontario Council e-mail communication, with the exception of Ontario Council Board members with their explicit permission
 - Individual members' names will not be referenced in any Ontario Council social media communication
 - Ontario Council is non partisan and does not support any particular political party.
 - Our advocacy position is based on evidence and the principles, policies, and purposes of Ontario Council.
1. Board Communications: OC President will respond to any queries or letters directed to the OC Board on behalf of the Board.

Discussion Methods:

Determine the best course of discussion format:

Email (reply all)

Teleconference

Electronic Voting

For simple or urgent business or business that lends itself to email discussion:

- a. As with all discussions that require a vote, a motion will be presented
- b. Then there will be time set aside for discussion with open and close periods
- c. Use REPLY All when voting
- d. A vote must be cast within a time period stated when the question is called.
- e. Vote to be ratified at the next board meeting.

Signature of the President

Advocacy:

- f. This usually includes either a request for action by the clubs, gives clubs information concerning a public consultation, or advocacy tools such as the Briefs, etc.
 - i. Delivery methods;
 1. Eblast to club presidents
 2. Email to club presidents
 3. Email to Regional Directors on behalf of the President
 4. Email to partners, contacts, Committee Chairs, etc.
 5. Article in OC News
 6. Website, Facebook, Twitter notice
 7. National Action Newsletter

- g. Advocacy topics could arise from clubs, Committees (Advocacy, Education, Legislation, Status of Women and Human Rights and/or the National Office.)
- h. Basic structure to a request for action:
 - i. Action Request
 - ii. Background
 - iii. Resources
- i. When any member of the committees contemplates an action, it will be discussed with the Advocacy Committee
 - i. When action is taken, the Board is informed, then pertinent information is placed via the most relevant publication vehicles.

Information Sent by National Office or VP Ontario*

OC President to direct to specific recipients to whom it is relevant if necessary.

Vehicles for Publication or Notice

OC News, Website, Facebook, Twitter

Note: Communications chair is responsible for fielding enquiries from Info@cfuwontcouncil.org

Communications with the Government

1. Types of Communications
 - a. Letters and e-mails
 - b. Briefs and public consultation comments
 - c. Petitions
 - d. Meetings
 - e. Presentation to Ontario Legislature Standing Committee
2. Preparation and Distribution
 - a. Research, writing, preparation of questions is done by the “lead”, a member of the Advocacy Committee and/or an Ontario Council policy advisor, or from an Ontario Council club member.
 - b. The basic structure is: action request, background, resources. With briefs it will be background, “Ontario Council recommends,” resources
 - c. Done with the knowledge of the other members of the Advocacy Committee
 - d. Sent and presented under the signature of the President
 - e. When warranted, copies to other members of government – Opposition critics, partners, etc.
 - f. Copied to all Board members.
 - g. Placed on relevant communication delivery vehicles