

Board Communications Strategy

(as approved by Governance/Nominating Committee on May 4, 2017)

1. Communicating who we are

- Communications and Marketing will work with the University Secretariat to run regular profiles of Board members on the Brock News site. Profiles will focus on 'why did you join the Brock Board?', 'what do you see as special about Brock?' and 'what do you bring to the Board?'
- When the Secretariat website is moved to the new University web platform, currently scheduled for summer 2017, the Board of Trustees section will be revitalized with more user-friendly navigation, a less formal 'meet your trustees' section will replace the board biographies and the opportunity for members of the community to attend meetings, peruse board materials etc. will be made more visible and accessible.

2. Communicating what we do

- Following each Board meeting, the Board chair, the Director Communications and Public Affairs, and the Board Secretary will agree upon the key content for a Brock News story summarizing the meeting highlights. Communications will draft and post the Brock News story within one week of the Board meeting.
- Once posted, Brock Communications will share the above story through the appropriate Brock social media channels (primarily Twitter, Facebook, and LinkedIn), and to all faculty and staff through the daily Brock News digital newsletter. The social media posts, linked to the full Brock news article, will be accompanied by a brief narrative highlighting one or two key actions or discussions.

3. Communications requirements

- In communicating the work of the Board, the University's Marketing and Communications, the Board Secretary and individual trustees will be mindful of the following:
 - a. *The Board Chair is the Official Spokesperson for the Board*

As set out in the [Expectations of Individual Trustees](#) protocol approved by the Board in 2007 (and revised in 2015) all trustees are expected to "Recognize that the President (or delegate) is the primary spokesperson for the University and that the Board Chair (or delegate) is the primary spokesperson for the Board." This means that important announcements or key messages should be delivered by the Board chair. No communications by individual trustees or others may purport to speak on behalf of the Board, unless approved by the Board chair.

- b. *All Board members and support staff have a duty to keep confidential information confidential*

In keeping with their fiduciary obligations, and as stipulated in the Board's [Confidentiality Policy](#), trustees are expected to maintain the confidentiality of confidential Board documents and discussions. Any documents marked confidential, any matters orally identified as confidential or any matters discussed in a Board or Committee meeting which is not open to the public are considered confidential and must not be disclosed to or discussed with any individual who is not a member of the Board or who is not a member of the university administration who was present for the confidential discussion. No communications should disclose any such confidential discussions, documents or decisions.

- c. *All communications must comply with the obligations set out in the Board's [Expectations of Individual Trustees](#) and [Code of Conduct](#)*

All communications should comply with the requirements set out in the Expectations of Individual Trustees - e.g. communications should "work to enhance the public image of the University". When trustees discuss a decision taken, they are expected to "support the will of the majority after a vote is taken". In accordance with the Code of Conduct, all communications should be professional, respectful and honest.