



Title:	Mass and Constituent-Wide Communications
Category:	Administration - Communications
Policy No.:	B4005
Replaces:	New
Applicability:	All
Effective Date:	January 23, 2007
Source(s):	Langara Council
Approval:	(President's signature is on the original copy of this policy)

1. PURPOSE

To ensure that all mass and constituent-wide electronic communications are used effectively and appropriately, facilitating the need for efficient communication to a large group of employees, students or the community, and at the same time, respecting the privacy of individuals.

Not covered by this policy are communications to groups with voluntary membership such as mailing lists, and communications between faculty and their current students.

2. DEFINITIONS

Constituent-wide Communication: means a communication sent to an entire targeted group of users.

Electronic Communication System: includes e-mail, voice mail, and other forms of electronic communication that are sent to users in the College community.

Mass Communication: means a communication targeted to all College constituent groups.

User: means an employee, student, alumnus, retiree, or other individual who has been authorized to use electronic communication systems.

3. AUTHORITY

3.1. Related Authorities

[B.C. Civil Rights Protection Act](#)

[B.C. Freedom of Information and Protection of Privacy Act](#)

[B.C. Human Rights Act](#)

[B.C. Privacy Act](#)
[Criminal Code of Canada](#)

3.2. Related Policies

[Access to Information](#)
[Code of Academic Conduct](#)
[Code of Conduct](#)
[Computer and Computing System Use](#)
[Conflict of Interest](#)
[Copyright Compliance](#)
[Copyright Ownership](#)
[Electronic Communication](#)
[Human Rights](#)
[Managing Access to Student Computer Records](#)
[Records and Information Management](#)
[Web Publishing](#)

4. RELATIONSHIPS WITH COLLECTIVE AGREEMENTS

Not applicable.

5. POLICY

- 5.1** A mass communication requires the authorization of the President, except for emergency electronic communication system shutdown warnings.
- 5.2** Mass communication will be reserved for rare and urgent notices, such as safety, computer system, or security alerts or major changes in College policy or procedures that are imminent.
- 5.3** Constituent-wide communication to targeted groups of students and/or employees for the specific purpose of communicating information related to an organizational unit, requires the authorization of the manager directly responsible for the specific organizational unit.

For example: Department Chairs authorize constituent-wide communication to all employees in their department or all students registered in courses offered by the department. Such authorizations will be for a defined period or number of occurrences.

- 5.4** Constituent-wide communication to groups of applicants and other potential students requires the authorization of the Dean of Student Support Services or the Dean of Continuing Studies.

- 5.5 Constituent-wide communication to all employees, except for voice mail, requires the authorization of the Director of Human Resources.
- 5.6 Constituent-wide communication to all employees regarding planned facilities or electronic communication system shutdown requires the authorization of the Director of Information and Computing Services.
- 5.7 Prior to approving a constituent-wide communication, the authorities noted in 5.3 through 5.6 will ensure that the message is congruent with any other communiqués on the topic that have or may be planned by other College departments.
- 5.8 The message in a constituent-wide communication will make it clear that the recipient should not reply.
- 5.9 Mass communication using the voice mail system requires approval of the President.
- 5.10 E-mail attachments will not be sent with constituent-wide communications.
- 5.11 The Director of Information and Computing Services (ICS) is responsible for development of systems required to implement this policy.
- 5.12 Users who violate this policy will be dealt with as per policies B3002 Code of Conduct and B5002 Computer and Computing Use.

6. GUIDELINES/STANDARDS

Not applicable.

7. EXCEPTIONS

Not applicable.

8. PROCEDURES

- 8.1 To request that a mass communication be sent, individuals will contact the Office of the President with the content of the message and a justification for the distribution. If the request is approved, the message will be sent by the Office of the President.

- 8.2** To request that a constituent-wide communication be sent, individuals will contact the manager who has authorized responsibility for the identified audience presenting the content of the message and a justification for such a message going to such an audience.

9. RESPONSIBILITY

For inquiries relating to this policy, please contact the Bursar.

10. APPENDICES

Not applicable.