SUBJECT: EXECUTIVE COMMITTEE POLICIES REVIEW

MEETING DATE: APRIL 9, 2020

MOTION:

BE IT RESOLVED THAT the AMS Council, at the recommendation of the Executive Committee, approve the policy changes included in the attachments titled ‘Policy Change: Policy I-3’ and ‘Policy Change – I-13’, effective immediately.


BE IT FURTHER RESOLVED THAT the AMS Council, at the recommendation of the Executive Committee, approve the Code changes included in the attachments titled ‘Code Change: Joining and Leaving External Organizations’, effective immediately.

PREPARED BY:

Chris Hakim, President
Nick Pang, Executives Projects Assistant – Policy and Governance

DOCUMENTS:

1. Policy Change: Policy I-3;
2. Policy Change: I-13;
3. Policy Repeal: Communications Policy;
4. Policy Repeal: Sponsorship Policy;
5. Policy Repeal: Relations with External Organizations;
The Executive Committee is proposing various changes and repeals to policies and Code as resulting from the Steering Committee’s policy review mandate. The Executive Committee was assigned the following policies to review:

1. Policy I-3: Responsible Use of Students’ Email Addresses Policy;
2. Policy I-13: Media Policy;
3. AMS Sponsorship Guidelines;
4. Relations with External Organizations Guidelines;
5. AMS Communications Policy.

The Executive Committee is recommending that various changes to Policy I-3 be made to keep the policy up-to-date. We continue to believe that this policy still has a purpose in the AMS in ensuring that we are responsibly using student email addresses. Proposed changes largely pertain to redundant clauses and references to non-existent committees.

The Executive Committee is recommending that changes to Policy I-13 be made to ensure that the policy is allowing the AMS to continue engaging with the media effectively and not being over-prescriptive. The proposed changes look to remove many items pertaining to interview conduct and procedures, which have been too prescriptive and not flexible. Instead, we have chosen to highlight the salient clauses surrounding spokesperson responsibilities and media requests approval.

The Executive Committee is recommending that the AMS Sponsorship Guidelines be repealed due to it be outdated and not applicable to the AMS anymore, especially for subsidiary organizations. This repeal would remove a policy that has not been followed in many years and move the responsibility of negotiating sponsorships to a case-by-case basis. In addition, the AMS Council still has the final say on any agreements that are considered ‘political’ as per Code.

The Executive Committee is recommending that the Relations with External Organizations Guidelines be repealed and replaced with a Code change to move the statutes to a more appropriate governing document. This change will continue to ensure that the AMS is providing procedures on its relationship with external organizations but putting them in a more up-to-date document.

The Executive Committee is recommending that the Communications Policy be repealed because of its lack of applicability to the present AMS. This policy looks to over-prescribe the operation of the AMS Communications & Marketing department and the general communications of the AMS, which would hinder the AMS’s operations.
**BENEFITS**
Reputational, Financial, Sustainable, Social

The elimination of redundant policies and providing up-to-date processes will ensure that the AMS’s governance is evolving and modernizing.

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**RISKS**
Financial, Operational, Reputational

None have been identified.

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**CONSULTATION**
Internal & External Groups

Communications Manager, Privacy Officer & Clerk of Council, Events Manager, and Executives.
# I-3 – Responsible Use of Students' Email Addresses

**Effective Date:**
November 5, 2014 — April XX, 2020

**Approval Date:**
November 5, 2014 — April XX, 2020

**Review Date:**
This policy shall be reviewed every five (5) years

**Responsible Committee:**
Student Life and Communications Committee — Executive Committee

**Authority:**
AMS Code of Procedure Section II, Article 11(1)

“Council may create external and internal policies as well as combined policies.”

**Purpose and Goals:**
This policy is designed to:

1. Commit the AMS to secure and responsible use of students’ email addresses for campus-wide emails.
2. Align the AMS with the University’s desires that campus-wide email be limited to uses consistent with the academic, student and campus life and research and administrative objectives of the University.
3. Secure the access required by the AMS to students’ email addresses to facilitate its elections and to communicate with its members.

**Applicability:**
This policy is applicable to all campus-wide emails distributed by the AMS.

**Exclusions:**
1. This policy does not apply to:
   a. Emails distributed by Constituencies, Clubs, and other subsidiaries of the AMS

**Definitions:**
For the purposes of this policy:

- **Address** shall mean an email address of a member of the AMS.
- **Campus-wide email** shall mean an email distributed to every AMS member.
- **Emergency** shall mean an unexpected event or situation that poses a recent, immediate, or probable threat to a large number of UBC students' personal safety, security, or well-being, and which requires a time-sensitive response by the AMS.
Targeted email shall mean an email distributed to specific segments of the AMS membership, such as to AMS members in a specific AMS Constituency or Club.

Policy:

1. *Campus-wide* emails shall only be used for purposes consistent with the objects, vision, and mission of the AMS as reflected in its Constitution, Mission Statement, and other governing documents.

2. The AMS shall send a maximum of two (2) campus-wide emails per month unless there is an emergency where information needs to be disseminated.

3. Notwithstanding paragraph (2) above, if there is a need to send a third *campus-wide* email in a single month, it may be done as long as the Student Life and Communications Committee Executive Committee approves the third email by a Two-thirds (2/3) Resolution.

4. The emails shall be used to communicate various forms of information, including but not limited to:
   
   a. Information about upcoming AMS elections and referenda;
   b. Information about time-sensitive emergency issues;
   c. Information welcoming students to UBC and the AMS;
   d. Information regarding AMS student surveys;
   e. Pertinent information as so deemed by the Student Life and Communications Committee; and.
   f. Information promoting AMS-run or AMS-sponsored events as well as AMS clubs, services, and businesses.

5. The AMS shall prohibit the transmission of the following types of information over campus-wide email.

   - Information that discloses personal information about an individual without their consent or otherwise violates their rights under the privacy laws or any other laws.
   - Pirated software, destructive software, pornographic materials, libelous statements or any other information that may injure someone or lead to a lawsuit or criminal charges.
   - *Emails with the primary purpose of Advertising* for commercial enterprises, with the exception of AMS-owned business and AMS lessees.
   - Repetitious or redundant information, or any other information that is wasteful of computing or information network resources, which unfairly monopolize resources to the exclusion of others, or which through frivolous use goes beyond the intended use of the system.
   - Information that assumes identity or role of another person, organization, or entity through deception or without proper authorization.
6. The AMS shall implement a process whereby all requests for the transmission of information through campus-wide email pass through the Communications Manager of the AMS or in consultation with the President, thereby ensuring a single final point of decision-making concerning which communications may be sent to students.

7. The AMS will take measures to ensure the safeguarding of students’ addresses in accordance with confidentiality and privacy regulations, the creation of the file security mechanisms and other network infrastructure, along with policies restricting access to addresses within the AMS and the provisions of locks and other physical infrastructure within the Student Union Building to safeguard the confidentiality of students’ email addresses.

8. Targeted emails may be sent to communicate the same sorts of information that may be communicated in campus-wide emails in accordance with paragraph 4 above and are subject to the limitations on campus-wide emails enumerated in paragraph 5 above.

9. Targeted emails may be sent no more than twice a month to any one segment of the AMS membership unless the Student Life and Communications-Executive Committee approves an additional email by a Two-thirds (2/3) Resolution or if the email is of an emergency nature as defined elsewhere in this policy or in University policies.

10. Before a targeted email may be sent, the Communications Manager must seek the consent of the President of the relevant AMS Constituency, Club, or other body unless such an email is required to establish a Constituency or unless the email is of an emergency nature, in which case the Communications Manager must seek the approval of the AMS President and the AMS Executive Director.

Consultations
The following groups have been consulted during the development of this policy:

The President, Communications Manager Student Life and Communications Committee, IT Manager, Privacy Officer, Marketing Manager

History:
Responsible Use of Students’ Email Addresses. Approved April 30, 2010.
I-3 – Responsible Use of Students’ Email Addresses Amended November 5, 2011.

Related Policies:
AMS Personal Information Protection Policy, AMS Communications Policy

Appendix:
There is no appendix to this policy.
Number and Title: I-13 Media Policy

Effective Date: To be determined April XX, 2020

Approval Date: To be determined April XX, 2020

Policy Type: Internal Policy

Review Date: Every two (2) years

Responsible body: Executive Committee

Authority: AMS Bylaw 5, Section 1(a)

“[Council] may make such further rules and regulations as may be considered necessary for the Society, provided such rules and regulations are consistent with the Constitution, Bylaws, and Code of the Society.”

AMS Code of Procedure Section II, Article 11(1)

“Council may create external and internal policies as well as combined policies.”

Purpose and Goals:
This Policy is designed to:
1. Ensure that the external communications with the media, and the wider community, is shared in a manner that is consistent, accurate, fair, and timely;
2. Pursue a culture of transparency and openness;
3. Remain committed to the dissemination of knowledge in a prompt and fair manner;
4. Ensure that all AMS Executive and staff communicating with media have received proper, successful media training.

Applicability:
This policy is applicable to all statements or comments requested by media, as well as those issued on behalf of the AMS to all media platforms and outlets, including print, online, digital, and social media.

Exclusions:
There are no exclusions for this policy.

Definitions:
For the purpose of this policy:
- President: The primary person authorized to engage directly with the media on behalf of the AMS. They represent The Society and, as the spokesperson of the AMS, are responsible for ensuring accurate and consistent messaging to the media and the wider public.
- Communications Manager: Along with the President, the Communications Manager is also authorized to engage with the media, as an AMS Spokesperson.
• **Executive**: Includes the four Vice Presidents: VP Finance, VP Academic and University affairs, VP External Affairs, and VP Administration. These individuals offer their subject matter expertise, relevant industry and communications skills, to ensure the external communications are accurate, consistent, and represent the needs and concerns of the AMS.

• **Subject Matter Expert**: Any AMS staff member with extensive knowledge and understanding on any issues or topics which may be relevant to media releases or requests. AMS staff members and may be quoted in the media statements and releases issued from the President of the AMS/Communications Manager.

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**Policy:**

1. **Media request fulfilment protocol:**
   a. Inform both the AMS President and Communications Manager by forwarding the request to (President@ams.ubc.ca) and (communications@ams.ubc.ca) as soon as possible. Please include the following information in your correspondence, whenever possible:
      i. The urgency of the request/time sensitivity (i.e. reporter’s deadline);
      ii. Any available context about the request,
          1. What information the reporter is after;
          2. What media they work for;
          3. The reporter’s beat;
          4. The reporter’s angle;
          5. Any previous reportage;
          6. Any other known information.
      iii. Where the interview will be conducted;
      iv. How long the interview will take;
      v. How the interview will be conducted;
      vi. Who else will be interviewed as part of the story;
      vii. Anyone at the AMS who you believe could provide:
          1. Content;
          2. Consultation;
          3. Advice.
   b. In the event that the request is highly time sensitive or particularly contentious please follow-up the forwarded request immediately with a phone call or in-person visit to the AMS President or Communications Manager to alert them of the high priority request:
      i. If neither the AMS President or the Communications Manager is available, forward the request to:
          1. The AMS Executive (vpacademic@ams.ubc.ca, vpadmin@ams.ubc.ca, vpexternal@ams.ubc.ca, and vpfinance@ams.ubc.ca), and
          2. AMS Managing Director, Keith Hester (keithhester@ams.ubc.ca);
          3. In such an event, the Managing Director or any member of the Executive, who has met all requirements to be eligible to speak to the media on behalf of the AMS, may be designated spokesperson with the agreement of all parties.
   c. Refer all media requests to the AMS President or Communications Manager regardless of the complexity of the request or inquiry.

2. **AMS President interview protocol:**
1. Consult with AMS Executives, Communications Manager, and/or any relevant Subject Matter Experts on the issues under discussion, gathering background information, facts and relevant context, in advance of the interview;
2. Provide background information to the media;
3. Schedule interviews with the media;
4. Arrange for an interview time and location;
5. Provide photos if required;
6. Strive to:
   1. Stay focused on the key messages;
   2. Keep things simple;
   3. Be professional;
   4. Be punctual;
   5. And be polite to all media.
7. Prepare for interview by outlining three to five key messages, such as:
   1. The issue;
   2. The AMS’ involvement on the issue;
   3. The importance;
   4. The historical perspective.
8. If helpful and relevant, brainstorm potential questions with AMS Executives and conduct practice interviews with the Communications Manager;
9. After the interview, ask when the story will appear;
10. Follow-up to bring to the attention of the reporter any:
    1. Serious errors;
    2. Serious misconceptions;
    3. Omissions in the interview.
11. Share the interview with the wider UBC community through our own AMS channels, if appropriate.

1. AMS President & Communications Manager interview protocol:
   1. The President shall act as the primary person authorized to engage directly with the media on behalf of the AMS.
   2. The President shall act as the spokesperson of the AMS and be responsible for ensuring accurate and consistent messaging to the media and the wider public.
   3. Along with the President, the Communications Manager is also authorized to engage with the media, as an AMS spokesperson.

2. AMS Executive and Subject Matter Expert interview protocol:
   a. At the discretion of the AMS President and Communications Manager, the AMS Executives or select members of permanent staff, may be permitted to have direct contact with the media as designated spokespersons. In order to do so, the following three conditions must be met:
      1. The designated spokesperson has undergone successful media training, approved by the Communications Manager and President;
      2. The designated spokesperson has established talking points with clear and consistent messaging, for review by the President, Communications Manager, and the AMS Executive team;
      3. The media request has been cleared and approved through the office of the President and Communications Manager.

3. AMS media release and statement protocol:
a. The AMS President and Communications Manager (with the support of AMS Vice Presidents and permanent staff) are responsible for creating media releases and sending them to the appropriate external and campus media;

b. In order to ensure timely dissemination, the Communications Manager and AMS President will determine a strict deadline by which designated AMS Executives and staff will be responsible for contributing their:
   1. Content;
   2. Consultation;
   3. Expertise.

c. Media releases that concern highly time sensitive or particularly contentious issues will still be circulated to collect immediate feedback, by a specified deadline, from the:
   1. Executives;
   2. Policy Advisor;
   3. Managing Director;
   4. Appropriate staff.

d. After the indicated deadline, the Communications Manager and AMS President have the authority to distribute the media release in a timely and appropriate manner.

4. AMS Executive and Subject Matter Expert interview protocol:
   a. At the discretion of the AMS President and Communications Manager, the AMS Executives or select members of permanent staff, may be permitted to have direct contact with the media as designated spokespersons. In order to do so, the following three conditions must be met:
      1. The designated spokesperson has undergone successful media training, approved by the Communications Manager and President;
      2. The designated spokesperson has established talking points with clear and consistent messaging, for review by the President, Communications Manager, and the AMS Executive team;
      3. The media request has been cleared and approved through the office of the President and Communications Manager.

5. AMS Executive and Subject Matter Expert media release protocol:
   a. Provide media release draft content to the President and Communications Manager, for review and release;
   b. If a media release concerns a contentious issue, the media release will be circulated with a deadline for input from:
      1. Executives;
      2. Policy Advisor;
      3. Managing Director;
      4. And appropriate staff.
   c. Due to time sensitivity, these deadlines are not negotiable and releases will be sent out regardless if input is submitted;
   d. The Communications Manager is always available to advise and consult if there are implications beyond the VP’s portfolio;
   e. Other ways to help when a media request/interview is made:
      1. Try to clarify what the reporter is after (identifying reporter’s beat, story angle, previous reportage, background context etc.) if you have previous experience with the subject, reporter or media outlet;
2. Identify who else the reporter is interviewing;
3. Help to formulate concise, key messaging (two or three short key messages);
4. Offer to help the AMS Spokesperson practice these key messages before the interview;
5. If the need arises, supervise the media while on site.

**History Consultations:**
The following groups have been consulted during the development of this policy:
The President, Communications Manager, Managing Director, Executive Committee

**History:**
This policy was initially outlined as a Media Relations Protocol before it was rewritten into policy.
I-13 Media Policy Approved XXXXXXXXXX2018-01-10

**Related Policies:**
There are no policies related to this policy.
AMS COMMUNICATIONS POLICY

Passed December 2, 2009:

Preamble:
The Alma Mater Society (AMS) is committed to furthering its mission and goals through a coordinated and effective communications strategy. The President, in coordination with the Communications Manager and the Communications Planning Group, is responsible for ensuring that the AMS is proactive in establishing channels, protocols and programs aimed at encouraging input from and consultation with the Society’s membership.

Policy:
A centralized Communications Department is essential to ensure consistency and professionalism in the messaging that the AMS communicates to students.

The following areas fall under the purview of the AMS' communications strategy. All initiatives and projects that fall under these areas must be created and planned in conjunction with the Communications Manager. The Communications Manager shall regularly seek advice and direction from the Communications Planning Group on all of these areas.

• Permission for use of the AMS logo
• Press releases
• Marketing strategies and promotional materials for AMS businesses and AMS Services
• Electronic communications
• University and external lobbying campaigns
• Internal communications initiatives
• Clubs and constituencies that are specifically using AMS images or AMS messaging

Procedures and Regulations:
The Communications Planning Group will be responsible for developing the following procedures under this policy. These procedures will be kept by the Communications Manager and regularly updated by the Communications Planning Group. They shall also be included in orientation materials for all employees and volunteers of the AMS.

• procedures for commenting to and interacting with the media
• procedures for making changes to the AMS website
• procedures for organizing and running university and external lobbying campaigns
• procedures regulating internal email usage
• procedures for the responsible use of students’ email addresses
• procedures for external advertising in AMS space
• procedures for proper use of the AMS logo
• any other communications procedures approved by the Communications Planning Group
AMS SPONSORSHIP GUIDELINES
Approved October 24, 2012

Definition of Sponsorship
Sponsorship is a business relationship in which a Sponsor provides funds, resources or services to the AMS and in return receives some tangible or intangible rights and/or associations that may be to their commercial advantage. Sponsorship does not apply to day-to-day operations and transactions, including but not limited to commercial space bookings, advertising in the AMS publications, or the purchase and/or supply of goods and services, where the material value to each organization is considered equal.

Purpose of Sponsorship
The pursuit of sponsorship funding is to contribute to the improvement of student life by garnering external funds and resources not normally received in the day-to-day operations of the AMS. These funds shall be utilized to enhance the provision of services and extra-curricular programming by the AMS.

The following sponsorship guidelines are designed to:
1. Increase awareness within the AMS of the potential benefits and disadvantages of sponsorship.
2. Remove existing ambiguities as to acceptable and unacceptable provisions within sponsorship agreements in order to create a consistent approach to sponsorship.
3. Ensure sponsorship agreements are consistent with the Respectful Environment Policy of UBC as well as the goals and mission statement of the Society.

Scope of Sponsorship
As Sponsorship ultimately reflects on the whole of the AMS, it is anticipated that all AMS businesses, clubs, constituencies and resource groups will use these guidelines when negotiating and accepting sponsorship proposals.

Sponsorship Guidelines

1.0 Sponsorship Packages
1.1 The AMS will develop a sponsorship package for Sponsors outlining the potential commercial value of AMS services, events and business operations. The package and the valuation of AMS services, events, programming and business operations will be devised in consultation with appropriate staff members.

2.0 Exclusivity
2.1 The AMS will not offer exclusive rights to a single corporation to sponsor all events for a given year. The AMS may grant exclusive representation to a sponsor on an event by event basis.
3.0 Reputation Considerations and a Respectful Environment

3.1 All sponsorship contracts shall include a provision for adherence to the Society’s reputation guidelines. In the event that evidence becomes apparent of the sponsor’s failure to adhere to said guidelines, the AMS retains the right to amend or withdraw from the agreement and provide written notice to that effect.

3.2 All Sponsors and Sponsorship materials must be from reputable companies or organizations.

4.0 Promotion and Advertising

4.1 Sponsors will be permitted to put logos on posters advertising events they are sponsoring. The posters will be of AMS design with sponsor logos being provided by the sponsor.

4.2 The Director, Services may grant special permission for a sponsor to use its own posters and promotional material for advertising.

4.3 The most significant exposure that will be offered to a sponsor is a co-billing arrangement in which the name of the sponsor will be subsidiary to the name of the AMS, which will act as the lead presenter in all cases.

4.4 Preferred positioning and/or increased size of a sponsor’s logos will be offered if the content of the agreement justifies it insofar as the sponsoring company’s offer is significantly generous to warrant such exposure.

4.5 All sponsorship contracts shall acknowledge that the AMS retains the right of final approval on all promotional material, messages and content.

5.0 Sponsorship Finances

5.1 For accountability and transparency purposes, all monies earned from sponsorship contracts shall be deposited in to their respective sponsorship revenue line items for allocation and disbursement.

5.2 Any AMS department whose services and/or resources are included in a negotiated sponsorship contract shall be compensated from monies arising from said contract. The Director, Services shall determine the value of the compensation for services rendered and/or resources used.

5.3 The Budget Committee will allocate surplus or unassigned sponsorship monies throughout the Society as it sees fit. Sponsorship revenue will be allocated to a specific service, event or department if such allocation is a provision of a sponsorship contract for the purpose of significantly improving the event or service.

5.4 AMS services and departments may request a portion of the Society’s surplus or unassigned sponsorship revenue for specific projects and initiatives through the submission of a proposal to the Budget Committee.

6.0 Sponsorship Approval Process

6.1 The Events and/or Communications Manager are entrusted with developing potential sponsorship interest and the initial review and negotiation of sponsorship contracts. More complicated sponsorship applications may be brought to the Student Life and
Communications Committee for further consideration prior to submission to the President. If necessary under the provisions of paragraph 6.4 below, the contract shall also be sent to Council. After approval by the President and/or Council, a sponsorship contract shall be signed by two Society signing officers, in accordance with Code Section IX B, Article 9.

6.2 Sponsorship contracts shall not be entered into if such contracts directly compete with existing AMS businesses.

6.3 All sponsorship contracts shall be submitted to Council for approval by a Two-Thirds (2/3) Resolution if they result in any of the following:
   (i) a strategic or far-reaching agreement with the University;
   (ii) a contract in excess of two (2) years in duration; or
   (iii) any other consequences that should reasonably be brought to Council’s attention.

7.0 Reporting
7.1 The Director, Services will update the Executive Committee on a regular basis and inform it of sponsorship developments as well as progress in sponsorship negotiations.
RELATIONS WITH EXTERNAL ORGANIZATIONS
Approved Feb. 15, 2012

Whereas the AMS may from time to time be interested in joining external organizations; and

Whereas once in an organization, the AMS may want to alter its status within that organization or leave it altogether; and

Whereas some of these decisions may involve additional expenditures of AMS funds,

Therefore be it resolved that the following general principle be adopted as an AMS Internal Policy:

That any decision concerning an external organization that involves an ongoing increase in expenditures by the AMS shall require a Two-thirds (2/3) Resolution of Council to take effect.

For further clarity, this shall mean:

1) A decision to join an external organization shall require a Two-thirds (2/3) Resolution of Council to take effect, unless there is no charge involved in joining the organization, in which case an ordinary Resolution of Council (i.e., a simple majority) is all that shall be required.

2) A decision by AMS Council to alter the status of the AMS within an external organization so that the AMS would be required to pay a higher level of fees or otherwise increase AMS payments to the organization (for instance, a move from associate to full membership in an external organization) shall require a Two-thirds (2/3) Resolution of Council to take effect.

3) A decision by AMS Council to alter the status of the AMS within an external organization so that the AMS would pay the same or less than before (for instance, by moving from full to associate membership) shall require an ordinary Resolution of Council to take effect (i.e., a simple majority).

A decision by AMS Council to leave an external organization shall require an ordinary Resolution of Council to take effect, even if there is a one-time financial penalty for making this decision.
CODE CHANGES 2020:
RELATIONS WITH EXTERNAL ORGANIZATIONS

TO: Council
FROM: Executive Committee
March 2020

Amendment to set out procedures for joining and leaving organizations (formerly an
Internal Policy).

Additions are indicated by bold *italics*. Deletions are indicated by striking through (like this).

SECTION II: COUNCIL, COUNCIL MEMBERS, AND OTHERS

Article 20. Joining and Leaving External Organizations

1) A *decision to join an external organization, or to alter the status of the Society* within an external organization, shall require a *Two-thirds (2/3) Resolution of Council* if a charge is involved and an *ordinary Resolution of Council* if there is no charge.

2) *If the charge would be paid for by a change in the Society’s fees, such a change must be made by referendum in accordance with the procedures prescribed in Bylaws 4 and 14 and by Code Section XIII.*

3) *A decision to leave an external organization shall require an ordinary Resolution of Council.*