



<b>Policy Number:</b>	39
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Approved By:	President, VP of Operations
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## **Production of Institutional Publication Policy**

### **Purpose**

Internal communications at ACATCM are an ongoing activity between employees and the people who manage and supervise those employees. There are times when it also encompasses a wider group or groups of employees across the College and where the involvement, advice, and guidance of the Colleges' Marketing and Communications may be necessary.

### **Scope**

All employees have a responsibility to participate in internal communications.

### **Production of Internal Communication**

1. Administration is responsible for sharing news that impacts ACATCM community in a timely manner. This will be undertaken by the annual Presidents' message, Student Affairs, and other ACATCM staff or faculty as needed. These addresses are ideally held twice a year at the start of each term (September & February).
2. ACATCM will continue its current practice of using email, Classe365, and in combination with bulletin board postings or flyer handouts, as warranted, to communicate to the ACATCM community. News releases that are made public are also posted on the website.
3. Annually ACATCM will publish and update the following with institutional information and services:
  - a. Academic Calendar
  - b. Student Handbook
  - c. Clinical Handbook
  - d. Faculty Handbook

Publications will be available online on the Classe365 portal or in print on Campus.

### **Marketing and Communications**

Internal communications are a shared responsibility amongst all college employees and departments. The Marketing and Communications is available to provide guidance and resources to support internal communications when:

1. Significant changes to college programs, services, organization structure, employee jobs and/or employee pay, benefits, or working conditions are being planned.
2. There is an internal issue within an area of the college that is sensitive and/or of potential personal concern to even a small number of employees.
3. There is an internal issue within an area of the college that is sensitive and/or of potential interest or concern to stakeholders, clients, or the general public.
4. Information is going to be provided to all employees.
5. There is a need to produce institutional publications.

Note: The Marketing and Communications is not responsible for student communications. Student communications should be coordinated with the Office of the Registrar and/or Student Affairs.

For specific, college-wide activities, the Marketing and Communications can:

1. Provide strategic planning advice and leadership on corporate and operational internal communications matters.
2. Support college leadership in their roles as champions of open and collaborative internal communications.
3. Assist in identifying key audiences.
4. Help develop mechanisms and tools to enhance communication with all employees in support of business priorities, strategies, and processes.
5. Develop corporate messages and plans for distribution on collegewide issues.
6. Support the development of internal communication skills and tools

#### Publication of Personnel Information

ACATCM acknowledges the importance for privacy and the security of information. The publishing of faculty information is weighted and guided by the *Personal Information Protection Act*.

Information that ACATCM publishes may be:

- 1) Information already in the public information space;
- 2) Publish with the permission of the faculty member;
- 3) Written by the faculty member themselves;
- 4) Information containing professional information.

The College will never publish personal information or distribute private information to third parties unless is it with the consent of the faculty member.

In addition to the above, access to information and the production of institutional publications is restricted to authorized personnel only, with the use of passwords and other security measures to protect sensitive information. The use of any information from the College for personal or external use without prior approval is strictly prohibited.