

Title	College Communications
Policy Number	405
Policy Category	D
Approving Body	Board of Governors
Approval Date	November 17, 2000
Date Last Revised	November 23, 2017
Next Review Due	November 2022

Section 1: Overview

- (1.1) The College is comprised of many components all striving together to achieve its vision, mission, and strategic plan. A Policy to coordinate communications on behalf of the College is key to ensuring that information delivery is cohesive, accurate, consistent and timely.

Section 2: Purpose

- (2.1) The purpose of this Policy is to provide direction to Board members and employees to ensure that the College brand, image, news and events are effectively communicated to the external community and in a manner consistent with the College's vision, mission and values.

Section 3: Definitions

- (3.1) In this Policy:
"Board" means the Langara College Board of Governors.
"College" means Langara College.
"Communications & Marketing Department" means the organizational unit within the College charged with the responsibility for communicating the College's brand, image, news and events to the external community.

Section 4: Scope

- (4.1) This Policy applies to all forms of communications to the external community, and includes communications to government, students, alumni, donors, the media, and the public.

Section 5: Speaking on Behalf of the College

- (5.1) All individuals employed by or associated with the College are encouraged to participate in the community and discussion of matters of public interest; and the College acknowledges that reference to employment or association with the College may facilitate such participation.



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- (5.2) However, only the Board Chairperson or the President of the College, or their designates, are authorized to speak on behalf of the College.
- (5.3) Therefore, any individuals employed by or associated with the College who are invited to speak publicly, or serve as members of bodies outside the College, may identify their employment or association with the College, but they must make clear that they are speaking and acting in their individual capacity and not on behalf of the College (unless they have been designated to do so by the Board Chairperson or President).

Section 6: Advocacy and Communication

- (6.1) From time to time the College will participate in external advocacy activities congruent with the College vision, mission and values, including but not limited to activities of the British Columbia Colleges Association and Colleges and Institutes Canada.
- (6.2) The College, through its Communications & Marketing Department, is committed to providing timely responses to queries and to inform the media about newsworthy events at the College while respecting the requirements of student and employee confidentiality and safety.

Section 7: Use of Name and Logo

- (7.1) The College's name, logo, coat of arms, seal, and other graphic images associated with the College, including the College's athletic teams' Falcon name and graphic designs, are trademarks of the College and are the exclusive property of the College. The Communications & Marketing Department is responsible for managing the use of the College's name, logo, coat of arms, seal or other graphic images.
- (7.2) Employees of the College are permitted to use the College's name, logo, coat of arms, seal or other graphic images only for business or authorized activities of the College. Students are not permitted to use the College's name, logo, coat of arms, seal or other graphic images. Student organizations are permitted to use the name of the College in conjunction with the name of their student organization only if they obtain written permission from the Communications & Marketing Department.
- (7.3) The College does not permit the use of its name, logo, coat of arms, seal or other graphic images in any announcement, advertisement, publication or report if such use in any way implies institutional endorsement of any product or service.
- (7.4) Any commercial use of the College's name, logo, coat of arms, seal or other graphic images on products requires a licensing agreement with the College.

Section 8: Review Date

- (8.1) A review of this Policy should be completed no later than every five years.

