



Policy:	A008 – Advocacy & Communications
Effective Date:	October 13, 2016
Approved by:	Board

PURPOSE

To establish an advocacy and communications policy for the Board.

POLICY

The Board updates and approves annually an Advocacy and Communications Strategic Plan(the Plan) that meets advocacy and communications objectives and assists in achieving organizational goals.

GUIDELINES

1. The Board Chair/Interim Chair is the primary spokesperson for the Board.
2. The Board approves the Plan and the Chief Executive Officer (CEO) has overall responsibility to implement it, including orientation where and when required.
3. The Executive Committee Chair provides leadership and oversight concerning CRB's advocacy and communications, and reviews the strategy annually, prior to Board review.
4. The CEO or his/her designate is responsible for evaluating the strategy and recommending any modifications that may be needed.
5. Roles in implementing the Plan:
 - a. Board members
 - i. Champion best practices by using approved Board positions and key messages when conducting advocacy and internal/external communications.
 - ii. Serve as a role model and regional ambassadorship as information agents.
 - iii. Maintain relationships with other elected officials in member municipalities, the province, the federal government, communities, the media, and other key regional stakeholder groups.
 - b. Board Chair
 - i. Take direction from the Board on issues arising.
 - ii. Serve as a role model Board and regional ambassadorship by using Board positions and key messages when representing the Board.



- iii. Maintain relationships with key elected officials in member municipalities, the Premier, Cabinet members, regional MLAs, key federal ministers and regional MPs, the media, and elected officers of key regional stakeholder groups.
 - c. Chief Executive Officer
 - i. Implement and oversee the processes, and identify and implement tools with other best practices, which enable the Board to meet their advocacy and communications requirements.
 - ii. As first point of contact for members, media and the public, ensure brand management as a regional advocate, information agent, and Board ambassador.
 - iii. Maintain relationships with the administrative heads of member municipalities, the province, and the federal government, as well as the key contacts in the media and other regional stakeholder groups.
 - d. Administration
 - i. Develop and maintain advocacy and communications tools as required
 - ii. Act as regional information agents and Board ambassadors
 - iii. Maintain relationships with administration in member municipalities and other key regional stakeholder groups
6. The Board Chair is the head of the organization and lead advocate. S/he may designate this responsibility to a Committee or Task Force Chair or another member when appropriate.
 7. Preferred communication protocols between various levels of leadership shall be respected and observed, as much as possible (i.e. organizational leader to organizational leader, elected official to elected official, senior administration to senior administration, etc.).
 8. All communications materials, including e.g. the Board website, newsletters and correspondence, and event/promotional materials, shall conform to approved Board positions and reflect the Board's brand, and be approved by the CEO or his/her designate before distribution. In some cases this will be the Board Chair, and in sensitive matters this shall be the Board.
 9. When speaking with stakeholders about Board, members and staff are expected to accurately communicate information about the organization and reflect the positions of the Board. The CEO or designate will provide the appropriate background required to meet these expectations, as time and circumstances allow.
 10. All member municipalities shall be notified of Regional Evaluation Framework (REF) applications according to REF procedures.



Nolan Crouse, Board Chair

Document Tracking		
Date	Status	Comments
October 13, 2016	Approved	Approved by the Board
October 31, 2017	Amend	Non-material changes to ensure compliance with the new MGA, Regulation, Growth Plan, and approved Board Governance Structure