

MARKETING & COMMUNICATIONS POLICY

Policy Category	Corporate Services
Policy Search Name	<i>C – Marketing and Communications Policy</i>
*Anishinabek Standard	
<i>Place of Learning</i>	N/A
<i>Educators</i>	N/A
<i>Students</i>	N/A
<i>Curriculum</i>	N/A
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*These are organizationally adapted standards from the World Indigenous Nations Higher Education Consortium (WINHEC) and the Alaska Comprehensive Centre/Alaska Native Education approved by the Kenjgewin Teg Board of Directors, 2015.

1.0 Background and Purpose

1.1 The purpose of the Marketing and Communications Policy is to ensure that all communication materials enhance Kenjgewin Teg’s image and reputation as an accredited Anishinabek place of learning for all.

1.2 By providing practices and procedures for marketing and communications (including but not limited to advertising, publications, recruiting, web design, social media, and news releases) the organization will be able to establish a strong, consistent image/brand, allowing Kenjgewin Teg to be well positioned in the post-secondary education sector.

2.0 Definitions

“Media” The main means of mass communication (especially television, radio, newspapers, the Internet, and social media) regarded collectively.

3.0 Application

3.1 This policy applies to all part and full-time employees and faculty and all print, internet-based media, communications, and promotional materials.

4.0 Policy

4.1 All advertising/promotional material/communications are to be produced in coordination with the Kenjgewin Teg's Marketing and Communications Department.

4.2 All advertising/promotional material/communications must include Kenjgewin Teg's logo and adhere to the Kenjgewin Teg Brand Guide (Version 1.0).

4.3 Promotional material, events, print advertising, digital advertising, and social media posts and advertising must be forwarded to the Marketing and Communications Department for approval prior to implementation or distribution.

4.3 Media communication, such as news releases, media events, and interviews must be coordinated through the Marketing and Communications Department.

4.4 The President will be the primary official spokesperson for Kenjgewin Teg. The President has the authority to delegate an alternative spokesperson in their absence.

4.5 The Marketing & Communications Specialist has the authority to approve and reject staff requests for print advertising, digital advertising, social media posts and advertising, events, promotional items and news releases in the interest of both budget considerations and maintaining proper and consistent institute standards. The Marketing and Communication Specialist will provide recommendations for edits that align with institute standards.

4.6 The Marketing and Communications Department is responsible for the development and implementation of a Marketing Plan which adheres to Kenjgewin Teg's Strategic Plan (2021-2026).

4.7 The roles and responsibilities of the Marketing and Communications Department will be carried out by the Marketing and Communications Specialist within the Corporate Services department.

5.0 Roles and Responsibilities

5.1 The President is responsible for the overall management and operation of Kenjgewin Teg.

5.2 The Corporate Services unit is responsible for overall implementation of this policy.

5.3 If a position referred to in this policy is vacant, the policy will not be invalidated. Instead, the President shall designate the roles and responsibilities of that role to another team member(s) and will ensure that the Kenjgewin Teg staff and community is informed of the designation(s) as appropriate.

6.0 Evaluation Date – 10/31/2024

6.1 This policy will be reviewed every two years as part of the Board of Director’s policy review cycle and schedule. The evaluation date above represents the first date upon which this policy becomes eligible for review.

Related Legislation, Policies, Procedures, Guidelines and Documents	N/A
Policies Superseded by this Policy	N/A
<i>The official version of this policy is housed in the Office of the President. In case of a discrepancy between an online version and the official version held, the official version shall prevail.</i>	