

## Communication Policy

This document is the parent policy for any College procedures or regulations. Questions regarding this policy are to be directed to the identified Policy Administrator.

### Policy Statement:

Northern Lakes College will maintain clear, timely, and accurate communication with its stakeholders while upholding confidentiality and professionalism.

<b>Sponsor:</b>	General
<b>Policy Owner:</b>	Board of Governors
<b>Policy Administrator:</b>	Executive Assistant, President & CEO and Board of Governors
<b>Approved By:</b>	Board of Governors
<b>Approval Date:</b>	April 16, 2025
<b>Effective Date:</b>	April 16, 2025

<b>Objective:</b>	To establish a structured communication framework that ensures transparency, consistency, and accountability in all communications on behalf of the College, including the Board of Governors, President & CEO, and their designates, while fostering stakeholder engagement and trust.
<b>Guidelines:</b>	<ol style="list-style-type: none"> <li>1. All external communications on behalf of the College, including those from the Board of Governors, President &amp; CEO, and their designates, shall maintain confidentiality regarding privileged information and adhere to formal communication channels.</li> <li>2. The Chair of the Board of Governors, President &amp; CEO, or their designates are the official spokespersons for the College.</li> <li>3. Communications to the public shall be clear, timely, and accurate.</li> <li>4. Outside formal meetings of the Board of Governors, Governors shall direct any comment regarding staff to the Executive Assistant, Board of Governors.</li> <li>5. Communications on behalf of the College aim to build and maintain public confidence. The Board of Governors, President &amp; CEO, and their designates shall speak with “one voice” when communicating decisions.</li> <li>6. In crisis situations or urgent media inquiries, designated spokespersons shall follow established protocols.</li> </ol>
<b>Definitions:</b>	<p><b>Privileged information</b> is any confidential or sensitive data that must be protected.</p> <p><b>Formal communication channels</b> are established protocols for internal and external communications including official meetings, designated spokespersons, and approved College publications</p>

<b>Related Northern Lakes College Documents:</b>	Governance – Board of Governors Code of Conduct Policy Human Resources – Employee Code of Conduct Policy Cybersecurity Incident Response Plan External Relations – Media Relations Procedure External Relations – Social Media Procedure External Relations – College Logo and Branding Regulation Emergency Response Plan
<b>Related External Information:</b>	N/A
<b>Stakeholders Consulted:</b>	External Relations: Feb 25, 2025 President’s Advisory Team: Mar 12, 2025 Senior Leadership Team: Dec 2016, Mar 5, 2025 Senior Management Team: Dec 2002; Nov, 2008; Dec 2011 (defunct)
<b>Next Review Date:</b>	April 15, 2030
<b>Revision History:</b>	January 1998: New January 2006 November 2008 January 2012 December 15, 2016 April 23, 2020: Reaffirmation & update to related documents April 16, 2030: Revision to policy statement, objective, guidelines and addition of definitions and related documents