

<b>Policy Number:</b>	<b>1.3.1 Communications Plan and Branding</b>
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**Relevant Statutory / Regulatory Linkages:**

Patents \_\_\_\_\_  
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**Policy Statement (Intent and Scope)**

King’s University College (King’s) requires effective, comprehensive and timely written, printed, verbal, multi/social media, website and other communication and information transmission strategies to effectively inform and engage all its stakeholders on a meaningful basis.

1. Communications Plan and Branding
  - 1.1. King’s will have developed each year, an Annual Communications Plan that will guide and direct the communications strategies, expenses and undertakings of the organization on a planned and scheduled basis. This would be presented annually to the Board for information purposes only.
  - 1.2. The Principal will ensure that the organization has a branding strategy, utilizing patented logos, core messages and related reinforcement activities in place that is approved by the Board of Directors.
  - 1.3. The Principal will undertake, either at the Board’s direction or based on internal staff assessments, a recommendation to the Board of Directors for the development of a new branding program as the need occurs from time to time.
  - 1.4. The Principal will ensure that the organization’s logo, core messages and related branding and promotional materials are consistently used across all internal and external communications, forms, letterhead, websites, social media and related materials and applications.
2. Reporting
  - 2.1. The Principal will have produced each year, an Annual Report on the activities, finances and related considerations of the organization, with the content, distribution and related consideration approved by the Board.
  - 2.2. The Board of Directors, through a motion or via policy, or the Principal at their discretion, can have reports on the affairs and functions of the organization prepared based on specific needs and benefits.
  - 2.3. Board directed reports and communications require approval of all content by the Chair and/or the Board Executive Committee.
3. Communications Quality
  - 3.1. The Principal is responsible for the quality of all communications to achieve the following:

- 3.1.1. Clear language that is understood by the target audience(s)
- 3.1.2. Quality assurance procedures to ensure the information is as accurate, factual and timely as possible
- 3.1.3. Content that is fair, balanced, and complete in its presentation.

**Monitoring Report Requirements (Frequency, Content, etc.)**

The Principal will report to the Board of Directors on the range of activities associated with this policy.