



## CONSTITUENT SRA OUTREACH COMMUNICATION & OUTREACH

### 1. PURPOSE

- 1.1 To define a communication strategy that provides framework for the SRA to advertise and disseminate information discussed at meetings through appropriate social media channels on a timely basis;
- 1.2 To define the major constituent outreach pathway~~s~~ of the SRA by setting parameters for Outreach Hours. ~~and outlining the creation and distribution of Maroon Minutes~~

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### 2. OUTREACH HOURS IMPLEMENTATION

- 2.1 Responsibility for the implementation of this policy shall be with the Speaker and Caucus Leader, as delegated by the Vice-President Administration.

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### 3. COMMUNICATION STRATEGY

#### 3.1 Administration

- 3.1.1 The Speaker shall:

- 3.1.1.1 Circulate a sign-up sheet to all SRA members with each SRA meeting planned for the year on it within one (1) week of those dates being available;
  - 3.1.1.2 Release the communications schedule by September 1;

- 3.1.2 Each SRA member shall sign up to be responsible for developing and distributing communication material that contains content, which appropriately summarizes the meeting;

- 3.1.2.1 Communication material includes but is not limited to videos, pictures, posters, class talk speeches, etc.

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- 3.1.3 Communication material shall be completed by a minimum of two (2) and maximum of three (3) SRA members;

- 3.1.3.1 It is the responsibility of the communication material creators to decide how to divide the work and complete their assigned part(s) in a timely manner;

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- 3.1.4 In the case of an emergency SRA meeting, an emergency sign-up will be held and any SRA members available can choose to sign up;

- 3.1.4.1 Emergency communication material should be held to the same regulations that non-emergency communication material are held to;
- 3.1.5 It is encouraged that all SRA members working on communication material should be from different caucuses to ensure a diverse range of opinions.

### 3.2 Content

- 3.2.1 It is encouraged that all communication content contains some or all of the following sections:
  - 3.2.1.1 Key Points, where the pertinent points of the meeting are listed and outlined in a concise manner;
  - 3.2.1.2 Get Involved, where upcoming opportunities for student involvement are listed and outlined in a concise manner;
  - 3.2.1.3 Find Out More, where links to further information on matters discussed in Key Points and Get Involved can be found;
  - 3.2.1.4 Next Meeting, where the date, time, and location of the next SRA meeting is given.

### 3.3 Logistics

- 3.3.1 Communication material is to be completed within twenty four (24) hours of an SRA meeting;
- 3.3.2 The SRA members who complete the communication material are responsible for circulating it to the Speaker for review immediately upon completion;
- 3.3.3 The Speaker is to review the content within one (1) business day to ensure all information is correct and in good taste;
- 3.3.4 Should the Speaker deem that edits need to be made:
  - 3.3.4.1 The content is to be sent back to the members who created it with recommendations for edits immediately upon review;
  - 3.3.4.2 The creators must consider the recommended edits within twenty four (24) hours and send it back to the Speaker for review immediately upon completion;
  - 3.3.4.2.1 After this step the cycle is to be repeated until the content is appropriate for distribution;

### 3.4 Promotion and Advertising

- 3.4.1 Each caucus is responsible for sharing communication content on all caucus social media accounts within twenty four (24) hours of receiving the finalized content;
- 3.4.2 All SRA members are encouraged to share communication content on personal social media accounts.

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## 2.4. OUTREACH HOURS

**2.14.1** Administration

**2.14.1.1** Each SRA member will be responsible for signing up for one (1) hour long session on a school day each week and may choose to sign up for additional hours at their discretion;

**2.24.2** Logistics

**2.24.2.1** Sessions shall be held between 8:30 AM and 11:00 PM from Monday to Friday;

**4.2.2** Sessions may be held in any location on campus provided the area is accessible to their constituents;

**2.24.2.2.1** Caucus members are encouraged to host their sessions in one (1) common location and during one (1) common hour of the day.

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**2.24.2.3** Caucus members are encouraged to have as little overlap in their sessions as possible;

**2.24.2.4** Each Caucus Leader shall:

**2.24.2.4.1** Collect the session times and locations from their caucus members;  
**2.24.2.4.2** Report the time and location of each member's session to the Speaker within twenty four (24) hours of the end of the drop/add periods;

**4.2.4.3** Notify the Speaker of any changes to a session that may occur;

**2.24.2.4.4** Hold meetings with caucus members who were absent for two (2) Outreach Hour sessions to discuss performance and remediate the situation;

**2.254.2.5** The Speaker shall:

**2.25.14.2.5.1** Create a master schedule including the necessary information for every session;

**2.25.24.2.5.2** Publish the Outreach Hour schedule to the MSU website and calendar for the public to view;

**2.25.3** Hold meetings with SRA members who were absent for three (3) Outreach Hour sessions in a term to discuss their performance and remediate the situation;

**2.264.2.6** SRA members shall:

**2.26.14.2.6.1** Attend their designated Outreach Hour sessions;

**2.26.1.1** Should an SRA member be absent for three (3) Outreach Hour sessions per term they are to attend a meeting with the Speaker to discuss their performance and remediate the situation;

**2.26.1.2** An Outreach Hour session that has been rescheduled does not count as an absence;

**2.26.24.2.6.2** Notify their caucus should they be unable to complete an Outreach Hour session;

**2.26.34.2.6.3** Notify their caucus leader if they must temporarily or permanently designate a different time or location for their Outreach Hour session;

**2.26.44.2.6.4** Fill in for other caucus members if they are unavailable for their Outreach Hour session provided that the other member's session is compatible with their schedule;

**2.26.54.2.6.5** Notify their constituents via caucus social media should a session have to be cancelled for any reason.

~~2.2.6.64.2.6.6~~ Notify the Caucus Leader ~~Speaker~~ if a member of their caucus has failed to complete ~~three-two~~ (23) sessions per term.

~~2.34.3~~ Promotion and Advertising

~~2.34.3.1~~ Other acceptable venues to post the Outreach Hours ~~session~~-schedule are caucus, faculty society, and personal accounts which includes but are not limited to:

~~2.3.1.14.3.1.1~~ Twitter;

~~2.3.1.24.3.1.2~~ Facebook;

~~2.3.1.34.3.1.3~~ Modes of communication used by individual caucuses, such as an electronic newsletter.

### **3. MAROON MINUTES**

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~~3.1 Administration~~

~~3.1.1 The Communications Officer shall;~~

~~3.1.1.1 Maintain the official Maroon Minutes template;~~

~~3.1.1.2 Format the Maroon Minutes by inserting the drafted information into the template once approved;~~

~~3.1.1.3 Publish the Maroon Minutes online once formatting is complete.~~

~~3.1.2 The Speaker shall:~~

~~3.1.2.1 Circulate a sign up sheet to all SRA members with each SRA meeting planned for the year on it within one (1) week of those dates being available;~~

~~3.1.2.2 Release the Maroon Minutes completion schedule by September 1;~~

~~3.1.2.3 Hold group remediation meetings at the request of a document creator should their co-creator inadequately contribute;~~

~~3.1.3 Each SRA member shall sign up to work on a minimum of one (1) Maroon Minutes document;~~

~~3.1.4 Each Maroon Minutes document shall be completed by a minimum of two (2) and maximum of three (3) SRA members;~~

~~3.1.4.1 It is the responsibility of the document creators to decide how to divide the work and complete their assigned section(s) in a timely manner;~~

~~3.1.4.2 Should a document creator feel a co-creator is not adequately contributing they are to attempt to remediate the situation with their co-creator;~~

~~3.1.4.3 Should the co-creator continue to inadequately contribute it is to be reported to the Speaker and a group discussion to remediate the situation will be held;~~

~~3.1.4.3.1 Should a document creator continue inadequately contribute after the remediation meeting the Speaker is to sign them up to work on a future Maroon Minutes document and notify them of which meeting they have been signed up for;~~

~~3.1.5 In the case of an emergency SRA meeting, an emergency sign up will be held and any SRA members available can choose to sign up;~~

~~3.1.5.1 Emergency Maroon Minutes documents are held to the same regulations that non-emergency documents are held to;~~

3.1.6 If possible, all SRA members working on a Maroon Minutes document should be from different caucuses to ensure a diverse range of opinions.

3.2 Content

3.2.1 All Maroon Minutes documents shall contain the following sections:

- 3.2.1.1 Key Points, where the pertinent points of the meeting are listed and outlined in a concise manner;
- 3.2.1.2 Get Involved, where upcoming opportunities for student involvement are listed and outlined in a concise manner;
- 3.2.1.3 Find Out More, where links to where further information on matters discussed in Key Points and Get Involved can be found;
- 3.2.1.4 Next Meeting, where the date, time, and location of the next SRA meeting are given.

3.3 Logistics

3.3.1 Drafts of Maroon Minutes documents are to be completed within two (2) days of an SRA meeting;

3.3.2 The SRA members who complete the Maroon Minutes draft are responsible for circulating it to the Administrative Assistants for review immediately upon completion;

3.3.3 The Administrative Assistants are to review the draft within two (2) business days to ensure all information is correct and in good taste;

3.3.4 Should the Administrative Assistants deem that edits need to be made:

3.3.4.1 The draft is to be sent back to the members who created it with recommendations for edits immediately upon review;

3.3.4.2 The creators must consider the recommended edits within twenty four (24) hours and send it back to the Administrative Assistants for review immediately upon completion;

3.3.4.2.1 After this step the cycle is to be repeated until the draft is appropriate for distribution;

3.3.5 Should the Administrative Assistants deem the draft appropriate for distribution the creators are to immediately send the draft to the Communications Officer upon review for formatting and publication.

3.4 Promotion and Advertising

3.4.1 Each caucus is responsible for sharing the Maroon Minutes document on all caucus social media accounts within twenty four (24) hours of receiving the finalized document;

3.4.2 All SRA members are encouraged to share Maroon Minutes documents on personal social media accounts.