



### PURPOSE

To establish a advocacy and communications policy for the Capital Region Board.

### POLICY

The Capital Region Board (CRB) 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 CRB.
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 Advocacy & Monitoring Committee 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 prior to approval by The Advocacy & Monitoring Committee.
5. Roles in implementing the Strategic Plan:
  - A. **CRB Board members and Advocacy & Monitoring Committee members**
    - Champion best practices by using approved Board positions and key messages when conducting advocacy and internal/external communications.
    - Role model CRB and regional ambassadorship as information agents.
    - 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**
    - Take direction from the Board and the Advocacy & Monitoring Committee on issues arising.
    - Role model CRB and regional ambassadorship by using Board positions and key messages when representing the CRB.
    - Maintain relationships with key elected officials in member municipalities, the Premier, Cabinet members, Capital Region MLAs, key federal ministers and regional MPs, the media, and elected officers of key regional stakeholder groups.

**C. Chief Executive Officer**

- Implement and oversee the processes, and identify and implement tools with other best practices, which enable the Board and the Advocacy & Monitoring Committee members to meet their advocacy and communications requirements.
- As first point of contact for members, media and the public, ensure brand management as a regional advocate, information agent, and CRB ambassador.
- 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. CRB Administration**

- Develop and maintain advocacy and communications tools as required
  - Act as regional information agents and CRB ambassadors
  - Maintain relationships with administration in member municipalities and other key regional stakeholder groups
6. The CRB 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 CRB website, newsletters and correspondence, and event/promotional materials, shall conform to approved Board positions and reflect the CRB 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 CRB, 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	Board approved