

**COMMUNICATIONS TO SAIT ALUMNI**

<b>Section:</b>	External Relations (ER)
<b>Subject:</b>	Communications
<b>Legislation:</b>	Canadian anti-spam legislation [An Act to promote the efficiency and adaptability of the Canadian economy by regulating certain activities that discourage reliance on electronic means of carrying out commercial activities, and to amend the Canadian Radio-television and Telecommunications Commission Act, the Competition Act, the Personal Information Protection and Electronic Documents Act and the Telecommunications Act], S.C. 2010, c. 23.
<b>Effective:</b>	April 16, 2004
<b>Revision:</b>	September 1, 2016 (reformatted); May 27, 2020

**APPROVED:** \_\_\_\_\_  
**President and CEO**

## POLICY

The policy of the Board of Governors is to ensure communications activities enhance SAIT's reputation among key stakeholders by supporting a comprehensive and effective public and community relations and communications strategy.

## PROCEDURE

### DEFINITIONS

**SAIT alumni** Graduates of credit programs, non-credit certificate programs, and apprentice programs.

### GOVERNING PRINCIPLES

1. The SAIT alumni stakeholder group is a critical asset to SAIT, and supports the institution through contributions of time, testimony, intellectual talent and donations. The Alumni and Development department is the steward of a life-long relationship with this stakeholder group.

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2. Alumni and Development facilitates communications that solicit support from this important stakeholder group. It ensures communications are accurate, relevant and aligned with SAIT's goals and priorities. It creates and manages alumni communication channels and approves the content, timing of distribution, and the persons to whom these communications are directed. The scheduling of alumni communication is vital to help prevent constituents from receiving multiple communications at one time and to avoid information fatigue or overload.
3. Alumni and Development strategically engages with students before they become SAIT alumni in order to establish and enhance future relationships. Thus, the student body is an alumni audience.
4. To ensure adherence to communications standards and best practices, Alumni and Development coordinates and approves all official communications to broad groups of alumni, donors and prospects. These communications include solicitation for support for funds, equipment or formal volunteer involvement, and communication that promotes repeat business and referrals or is aimed at elevating brand and strengthening affinity.
5. This procedure applies to all mass communications to alumni, including digital, written, or verbal.
6. Communications with employees, students or other defined audiences who may also include alumni are not subject to this procedure. For example, messaging from the Office of the Registrar or from the Marketing Department to current students is not subject to review by Alumni and Development.

## PROCEDURE

1. Requests for communication to the alumni stakeholder group must be received in writing (print or e-mail) by Alumni and Development at least 15 business days before the communication execution date.
2. Each request will be evaluated individually based on:
  - a) Group being communicated to (program specific, year specific, industry, etc.).
  - b) Reason for communication.
  - c) Type and nature of communication.
  - d) Context of timing and existing editorial activity.

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- e) Type and nature of request.
3. Alumni and Development will provide a response relating to the timing of communication within five business days of receiving the request. If no response is provided by Alumni & Development within five business days, the request will be elevated to the Associate Director, Alumni & Stakeholder Relations for a prompt response.
4. Alumni and Development will provide a response relating to content within five business days of receiving the materials (copy, audio, video, digital, imagery, etc.). If no response is provided by Alumni and Development within five business days, the request will be elevated to the Associate Director, Alumni and Stakeholder Relations for a prompt response.
5. Contact information will be released to schools/departments in response to requests for alumni contact lists, as follows.
  - a) Each school/department will request an updated list for each communication execution, in order to ensure list accuracy.
  - b) Schools/departments will promptly destroy lists following use and will not release information to any third-party organization without Alumni and Development's consent.
  - c) The school/department will ensure the lists it receives are controlled and managed in a way that ensures information is secure and protected, in compliance with SAIT policies and procedures relating to records management, data governance, compliance with federal anti-spam legislation, freedom of expression and protection of privacy, and acceptable use of SAIT's computing resources.
6. Any mail, email, text returns or bounce-backs and unsubscribe requests will be submitted to Alumni and Development, which will ensure addresses, emails, phone numbers and other contact sources including unsubscribes are updated in Banner to maintain the database integrity.
7. After the communications are complete, the school/department will submit a copy of the final product(s) and the final lists it used to Alumni and Development, for accurate logging in Banner.

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**POLICY/PROCEDURE REFERENCE**

- ER.1.1 Institutional Communications policy
- ER.1.1.3 Communications with Government procedure
- ER.1.1.5 Critical Incidents Communication procedure

**PROCEDURE**

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