

YUFA COMMUNICATIONS POLICY

September 2014

YUFA aspires to make the exchange of information between and among the Executive, Stewards and Members of the Association as user-friendly as possible, while always protecting personal, confidential, or privileged information.

To this end, YUFA communicates with its Membership through the following channels:

- The YUFA website and Members' Forum
- YUFA e-News (the electronic newsletter of the Association)
- YUFA-M messages (emails to the full membership listserv of the Association)
- List-serves specific to the subcommittees of the association

NB: As per Article 8.02 of the YUFA Collective Agreement, communications from the Association to the Membership are also shared with the Employer.

8.02 The Association agrees to provide the Employer with the following information: (a) copies of any mailings for the Association to either all its members or all members of the bargaining unit, to be sent to the Employer at the same time as the general mailing; (b) copies of any statements or representations made or to be made publicly by the Association; (c) an up-to-date copy of the Constitution of the Association; (d) an up-to-date list of the Executive of the Association.

WEBSITE:

The YUFA website is the face of the Association on the internet and represents one of the most common ways for Members and the public to access information about YUFA. As such it falls within the portfolio of the Communications Officer, who coordinates its administration. Given the nature of the internet, the website is anticipated to evolve over time under the direction of the Communications Officer and with the approval of the Executive. Nevertheless, as a resource for the Association as a whole, it is expected to contain certain fundamental information, *inter alia*:

- All governing documents of the Association, including but not limited to: the Constitution, By-Laws, and internal policies approved by YUFA bodies (Executive, Stewards Council) and the date of approval
- The current and past Collective Agreements
- All non-privileged information due to members under the auspices of Article 7 of the Collective Agreement and the work of Joint Committee on the Administration of the Agreement
- The names of all Officers, Stewards and Members serving in YUFA-related positions or on YUFA subcommittees and the terms of reference for their service (i.e., timeframes, rights, responsibilities, liabilities)
- Contact information for the Association

Website administrators: All site administrators assume the responsibility of holding YUFA Membership data visible in the 'back-end' of the site in strict confidence. Site administrators shall be posted on the website, and include, *inter alia*: the Communications Officer, members of the YUFA staff.

Website host: The YUFA website is presently hosted by the CAUT and subject to its privacy policies.

Members' Forum: The YUFA Membership Forums are located in a password protected space available only to the YUFA Membership and staff. This space gives all Members a voice on matters of concern to the Association and its Membership, as well as the right of reply, and recourse to report inappropriate posts. By participating in YUFA Forums, Members and staff agree NOT to reproduce the contributions of others in any manner elsewhere without the express consent of the original author(s). Materials which contravene site policy will be deleted. Members' concerns about inappropriate posts shall be directed to the Communications Officer or designate. Members may appeal the removal of on-line content. In such case of appeal, the decision to remove that material will be reviewed by the YUFA Executive. Members may request that the rationale taken for the course of action be posted on-line.

YUFA E-NEWS

YUFA e-News is the primary vehicle for YUFA representatives to communicate with the Membership, though it may also include content generated or submitted by Members and sources other than the YUFA Executive. YUFA e-News is compiled under the editorial direction of the Communication's Officer. YUFA e-News is an electronic newsletter. Normally the content it provides generated by the Executive for the membership will also be posted on the website. YUFA e-News represents a 'portmanteau' tool to bring time-sensitive information to the attention to Members, such as calls for involvement or advisories, developments regarding issues of concern -- including, e.g., flagging issues of active discussion on the Members' Forum—as well as up-coming meetings or events associated with the work of the Association, etc. YUFA e-News is published on an ad hoc basis, making every effort to strike a balance between the principles that too much correspondence could represent a difficulty, while the reiteration of certain timely information may be helpful to Members and the Association. Proposals for items to include in YUFA e-News can be directed to the Communications Officer.

YUFA-M

YUFA-M is an Employer-hosted listserv that includes the email addresses for the YUFA Membership. It represents the channel through which communications too urgent for inclusion in YUFA e-News may be made to the Membership. YUFA-M emails are sent at the discretion of the Executive by the YUFA staff.

OTHER YUFA LISTSERVS

The YUFA staff may at times organize listservs, likewise hosted on the Employer servers, in support of YUFA Committees. The people included on such listservs shall be known to the other participants: those in doubt can contact the YUFA Officer for clarification. All participants in YUFA-organized listservs agree NOT to reproduce the contributions of others in any manner elsewhere without the express consent of the original author(s).