



COMMUNICATION STATEMENT

Adopted by the Board of Directors
December 7, 2010

Background

Since the majority of the University of Winnipeg Retirees Association (UWRA) membership uses email, the Board determined that the primary method of communication would be via email unless otherwise indicated. Association news, important U of W announcements, as well as the seasonal Newsletters would be managed electronically. For the most current information, members would be encouraged to visit the UWRA website.

Guiding Principles

The principles of communication are governed by the UWRA Constitution and the UWRA Privacy Policy. UWRA is indebted to the University of Winnipeg for providing the means, and shall honor its website and email policies.

The reputation and image of UWRA are manifest in the quality of information published on its website and the same high standards met in print publications must be observed when distributing information via email. When information goes out from UWRA, its membership and the general public will tend to view that message as an official policy statement from the University of Winnipeg Retirees Association.

Purpose

The UWRA Website supports the mission and objectives of the University of Winnipeg Retirees Association by promoting its accomplishments and by providing online access to association information. Together with the utilization of this integrated website and the campus email system accessible via the University of Winnipeg, UWRA seeks to:

- ◆ Promote itself as a professional retiree association.
- ◆ Promote and highlight the quality of its General Meetings, Speakers and Special Events.
- ◆ Promote access to its Newsletters and Annual Reports.
- ◆ Promote its community service and fundraising activities.
- ◆ Facilitate retiree recruitment by availing the Membership Brochure and Registration Form.
- ◆ Publish its Constitution and Policies.
- ◆ Promote various links to University programs and sites of interest.
- ◆ Facilitate collaboration initiatives between the University of Winnipeg and UWRA.
- ◆ Heighten the members' sense of community.

Scope

This statement covers communication practices and appropriate use of the UWRA website and email from The University of Winnipeg Retirees Association (UWRA) and applies to all members and agents operating on behalf of the Association.

Prohibited Use

The UWRA website and email system shall not be used for the creation or distribution of any provocative messages, including offensive comments about race, gender, hair or skin color, disability, age, sexual orientation, pornography, religious beliefs and practice, political beliefs, or national origin.

Review

Re-evaluation of these communication practices can be made as often as necessary. Suggestions for changes to any provision in this document should be directed to the UWRA Secretary. Any modification must be approved by the Board of Directors.