

TITLE: **PROTOCOL- COMMUNICATING WITH GOVERNMENT OFFICIALS & MANAGING DIGNITARY VISITS**
(Relates to EL-13: Public Image
EL-14: Partnerships)

EFFECTIVE DATE: February 1, 2001

PRACTICE:

Red Deer College must promote itself in a strategic manner to government and public officials at all levels. Communicating with government officials, including members of the Opposition, needs to be consistent with the vision and ends as established by the Board of Governors.

PROCEDURE:

Communication with Government Officials:

To ensure that all official Red Deer College communication with government is consistent and focused, all direct, written communication with senior public officials should be sent over the President's signature. Documentation should be forwarded to the President's Office with a draft covering letter for signature.

In the case of invitations, the President must be advised of the intent to issue an invitation and provided with a copy. The President may ask that a covering letter be drafted for his or her signature.

In the case of verbal communication, whenever possible, consultation with the President's Office should take place before communicating. When this is not possible, the President's Office must be advised of the communication, the purpose and the salient points of the discussion. Notes of the discussion should be kept for reference.

Visiting Dignitaries:

The Marketing & Communications Office coordinates facility tours and customized information packages for community groups, dignitaries, special guests and other who are not immediate potential students and their families. The Marketing & Communications Office works closely with protocol, security and media liaisons of visiting dignitaries and government officials, to ensure a comfortable visit that generates positive public percept of the College. Anyone planning a visit or event by a attended dignitary, celebrity, political figure, is advised to contact the Marketing & Communications Office immediately. This is important for classroom visits, special events, news conference, etc.

RESPONSIBILITY:	Executive Director of Board & Corporate Relations
ACCOUNTABILITY:	President's Office
Consultation for Review:	Director of Marketing & Communications
Practice Review Date:	Annually in July
Associated Standard Policy:	
Associated Standard Practice:	