Office of the Speaker | Bureau du président du conseil
Tel: (514) 398-6800 | Fax: (514) 398-7490 | speaker@ssmu.ca
3600 McTavish St., Suite 1200, Montréal, QC, H3A 0G3
Located on Haudenosaunee and Anishinaabe, traditional territories

NOTICE OF MOTION REGARDING THE ADOPTION OF A MEDIA AND TRANSPARENCY PLAN 2022-03-24

Submitted for: 2022-03-24

Submitted to:	SSMU Legislative Council	**Document no.:**	LEG-PUB-MOT-2022-03-24-003

Moved by:	Sarah Paulin *Vice-President (Internal Affairs)*	**Current Status:**	☐ FOR APPROVAL ☐ APPROVED ☐ POSTPONED ☐ COMMITTED ☐ NOT APPROVED
Seconded by:	Nathan Claret *Services Representative*		

Issue

The Communications team at the SSMU is currently one of the smallest departments, with only a Communications Manager, Communications Coordinator, and a few part-time student staff. It makes it difficult to properly communicate with students when the department is incredibly understaffed.

As well, there has been a history of miscommunication between the SSMU and external parties, which leads to wrongful assumptions on both sides. In order to create a better relationship with students as well as increase the SSMU's commitment to transparency, this plan came to fruition.

Background and Rationale

The SSMU has had a long-standing verbal commitment to transparency. However, apart from the Council Transparency Motion, which does not apply to Executives in itself, there is nothing formally written down to show the student body what the SSMU is working on to improve their transparency. With an annual turnover of Executives, a lot of promises end up not being fulfilled, and this plan would hold the future generations of Executives responsible for prioritizing communication as well as proper information sharing.

Office of the Speaker | Bureau du président du conseil
Tel: (514) 398-6800 | Fax: (514) 398-7490 | speaker@ssmu.ca
3600 McTavish St., Suite 1200, Montréal, QC, H3A 0G3
Located on Haudenosaunee and Anishinaabe, traditional territories

Alignment with Mission

This motion aligns with the SSMU's commitments to proper representation and leadership.

Consultations Completed

Consultations were completed with the Communications team, Executives, Governance Manager, Governance Review Committee, Policy and Advocacy Coordinator, and the following campus newspapers: Le délit, the McGill Tribune, and the McGill Daily.

Risk Factors and Resource Implications

While this plan would increase the resources of the SSMU, it might cause a base fee increase in the following years to accommodate the new positions. At the moment, no such fee increase is necessary but work with the VP finance in following years should be done in order to work on expanding the Communications Team budget. However, considering how small the team currently is, there is no need for such an increase in the following year.

Sustainability Considerations

This plan would ensure the continuation of the SSMU's commitment to transparency as well as ensure the long term sustainability of the Communications Team.

Impact of Decision and Next Steps

Were this motion to be adopted, the Plan would be sent to the Governance Manager for formatting and put on the SSMU website by the Communications Manager.

The Plan would fall under the VP Internal Affairs portfolio and the timelines would have to be respected in the following years.

Motion or Resolution for Approval

Be it resolved, that the Legislative Council approve the Media and Transparency plan in Appendix A, implemented from April 2022 to May 2025 with possibility of renewal. Be it further resolved that the Legislative Council recommend the ratification of this plan to the SSMU Board of Directors.

Office of the Speaker | Bureau du président du conseil
Tel: (514) 398-6800 | Fax: (514) 398-7490 | speaker@ssmu.ca
3600 McTavish St., Suite 1200, Montréal, QC, H3A 0G3
Located on Haudenosaunee and Anishinaabe, traditional territories

Results of the Vote	In favour	()
	Opposed	()
	Abstain	()

Office of the Speaker | Bureau du président du conseil
Tel: (514) 398-6800 | Fax: (514) 398-7490 | speaker@ssmu.ca
3600 McTavish St., Suite 1200, Montréal, QC, H3A 0G3
Located on Haudenosaunee and Anishinaabe, traditional territories

Appendix A: Media and Transparency Plan

Adoption Date: March 2022
Expiry Date: May 2025

1. Plan Introduction

1.1 Preface

For many years, the Students' Society of McGill University (the "SSMU") Executives have campaigned on promises of increased transparency. However, this means different things to different executives. In order to create a more universal medium for how the SSMU communicates its goals and plans to the student body, this plan was started by the Vice-President (Internal Affairs) in November 2021.

The SSMU offers a multitude of services that benefit students tremendously. The current communication channels we use are a way to promote them to the student body. These channels include SmartRecruiters for job hiring, Instagram, Facebook, and Twitter for promoting services and events on campus as well as being a platform for student groups to get exposition, YouTube livestreams for General Assemblies, listservs for weekly advertisements of current events and opportunities, statements regarding important happenings on campus and in the world, and, finally, feedback forms and open direct messaging for students to directly get in touch with executives about their concerns. In order to continue to upkeep these channels as well as expand the SSMU's use of them to better communicate with students, this plan was created.

1.2 Goals

In tandem with the SSMU's efforts to increase transparency and accessibility for students, this policy has been created in an effort to bolster communication and services between the Student Union and the student body. Outlined in this plan are a) expansion of the communications team, b) increase clarity on positions and bolster relationships with the media, and c) the branding of the University Centre (the "UC"). The ultimate goal of this plan is to at least begin an era of increased transparency within the SSMU as well as improve the services offered in order to fulfill the mandate of adequate representation. This plan will

Office of the Speaker | Bureau du président du conseil
Tel: (514) 398-6800 | Fax: (514) 398-7490 | speaker@ssmu.ca
3600 McTavish St., Suite 1200, Montréal, QC, H3A 0G3
Located on Haudenosaunee and Anishinaabe, traditional territories

directly impact students as they will be getting better services from the SSMU as well as executives and the communications team that will be able to better handle student requests.

1.3 History

In past years, the SSMU has made several commitments to transparency and accessibility, notably in the 2018 Council Transparency Policy and the 2021 Accessibility Policy. This plan works to complement these plans with actionable items for the Society to take to improve their communications with the student body. In addition, the SSMU has been working on updating the University Centre, which led to its three-year closure. Now that it is fully open, continuing to improve its state is paramount to ensure it is an accessible space for students.

1.4 Oversight

This plan will be directly overseen by the Vice-President (Internal Affairs), with help from the President for implementation. As well, relevant departments such as the communications department and the Vice-President (Finance) will be involved when relevant.
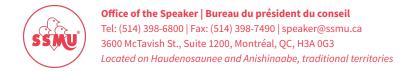
1.5 Resources

In order to put this plan into motion, many resources will need to be allocated. The first and most important resource will be monetary. Every year, during budget revisions, these expenses will have to be taken into account. However, no extra fee will need to be created at this time as the bigger project will be able to be completed for the course of the three years allocated for this plan and thus fit into the appropriate departmental budgets.

2. Implementation Section

2.1 Expansion of the Communications Team

This section of the plan will seek to expand the communications team. As of 2021, the team is composed solely of a Communications Manager, a Communications Coordinator, a Translator, with a few part-time positions. This has left the team overworked and without the opportunity to take on greater projects. With the addition of new full-time roles to the portfolio, it will be able not only to increase the communication between the Society and the student body but also to help support more portfolios within the Society.

Short Term

Office of the Speaker | Bureau du président du conseil
Tel: (514) 398-6800 | Fax: (514) 398-7490 | speaker@ssmu.ca
3600 McTavish St., Suite 1200, Montréal, QC, H3A 0G3
Located on Haudenosaunee and Anishinaabe, traditional territories

Position	Role	Approximate Accomplishment Date
Full-Time Graphic Designer and Videographer	The full-time graphic designer would assist the communications team with graphics for the social media channels, listserv, etc. as well as any other graphic design needs from other portfolios. In addition, they would work with the photographer and participate in events to take videos to post on social media networks Job Description	November 2022
Full-Time Social Media Coordinator	The full-time social media coordinator would assist the communications coordinator with social media planning as well as be a resource for other social media channels, helping to create content and schedule posts as well as creating written content about governance meetings. Job Description	November 2022
Public Relations Advisor	The Public Relations Advisor would give media training to the SSMU staff and help guide executives in interviews to ensure a healthy relationship with campus media. This would be a part-time position within the Society. Job Description	May 2023

2.2 Clarification and Unity of SSMU Positions and Stances

In order for the student body to have a clearer understanding of the SSMU's missions as well as their internal operations, this plan has outlined a few avenues to pursue in order to achieve better communication with students.

Office of the Speaker | Bureau du président du conseil
Tel: (514) 398-6800 | Fax: (514) 398-7490 | speaker@ssmu.ca
3600 McTavish St., Suite 1200, Montréal, QC, H3A 0G3
Located on Haudenosaunee and Anishinaabe, traditional territories

Short Term		
Project	Description	Approximate Accomplishment Date
Standardized Social Media guides for all sub-channels	In an effort to reinforce the SSMU brand, the communications department will work with all the executives and commissioners in charge of social media channels to develop a guide on fonts, colours, and social media practices so they resemble the main SSMU page and for the sake of continuity between transitions	May 2023
SSMU Transparency Policy	There are currently no transparency policies and the SSMU does not hold a position of transparency with the student body. In order to keep itself more accountable, a policy with steps outlining how the SSMU is to be held accountable should be implemented. This policy would include steps for speaking with the media based on internal employee documents as well as procedures deemed acceptable to be shared. This policy will also be included in the onboarding documents of new staff for them to sign off on.	May 2023

Long Term

Office of the Speaker | Bureau du président du conseil
Tel: (514) 398-6800 | Fax: (514) 398-7490 | speaker@ssmu.ca
3600 McTavish St., Suite 1200, Montréal, QC, H3A 0G3
Located on Haudenosaunee and Anishinaabe, traditional territories

Project	Description	Approximate Accomplishment Date
Revamping the SSMU Website	Increase accessibility of the website and revamp in order to make it more enticing and the information easier to access.	June 2024

2.3 Accessibility of the University Centre

As for September 2021, the University Centre is once more open. However, despite the renovations being done, there is still a lot of work to be done in order to make this space as accessible and usable for students and the community as possible.

Short Term		
Addition	Description	Approximate Accomplishment Date
Professional photography of the University Centre and 3501 Peel for promotional material	In order to properly demonstrate the rooms our buildings have for events and groups, a professional photographer should come in to take pictures of all our spaces so we can advertise them properly.	May 2023
Collaboration with events for bookings to generate more revenue	The University Centre is not only open to the McGill community, but to the Montreal community as well. The communications and events teams should work together to promote our spaces to external parties in order to increase the revenue the University Centre produces.	May 2023

Long Term

Office of the Speaker | Bureau du président du conseil
Tel: (514) 398-6800 | Fax: (514) 398-7490 | speaker@ssmu.ca
3600 McTavish St., Suite 1200, Montréal, QC, H3A 0G3
Located on Haudenosaunee and Anishinaabe, traditional territories

Addition	Description	Approximate Accomplishment Date
Signage project updates	In order to make the University Centre more appealing and easier to navigate, the signage project, which began in May 2021, should be continued and built upon. This project will be done in three phases over the next three years. Certain signs will also include braille in order to increase the accessibility of the University Centre.	Finished 2025