



**Committee:** Bargaining Communications Committee

**Committee Sponsor:** Mount Royal Faculty Association

**Date last Revised:** April 23, 2021

### **Mandate**

Based upon the messaging strategy approved by the Executive Board where applicable, and in consultation with the Negotiating Committee, the Bargaining Communications Committee shall be responsible for developing, printing and distributing internal communications materials in support of the ongoing work of the Negotiations Committee. The Bargaining Communications Committee shall also be responsible for managing press releases and media relations, and overall coordination of the Association's communications concerning job action, in the lead-up to, during, and immediately following the conclusion of job action.

### **Authority**

The Bargaining Communications Committee is a standing committee of the Mount Royal Faculty Association that reports to the Executive Board.

Release of external (i.e. non-member-facing) communications shall be in accordance with Article 9 (Officers) of the MRFA Bylaws, its Communications Policy and its policy on Political and Advocacy Activity by the MRFA, including with respect to Section 13.7 (Press Releases) of the Communications Policy. The Communications Officer shall be authorized to approve and release any external communications materials, excluding press releases, which are in accordance with the Executive Board approved messaging strategy and shall ensure that the President is informed in a timely manner of this communication. The Communications Officer shall advise the President of how to create press releases and help to ensure consistent messaging occurs.

### **Membership**

The Bargaining Communications Committee shall consist of the following:

- Communications Officer, who shall be Chair,
- the Labour Relations Officer (non-voting),
- the Senior Administrative and Faculty Relations Officer (non-voting),
- at least one member of the Negotiating Committee appointed by the Negotiating Committee and,
- three regular members of the Association appointed by the Executive Board, at least one of whom shall be contract and at least one of whom should, preferably, have relevant expertise in Public Relations or an equivalent related field.

### **Meetings**

Meetings shall be called by the Chair, and the committee shall meet as required (this may include multiple meetings per week during job action). Quorum shall be four voting members of the committee, including the Chair or designee, as well as the Labour Relations Officer.

### **Expected Activities and Timeline**

- Ongoing Support of the Negotiating Committee:
  - ***At the direction of the Negotiating Committee***, develop and disseminate materials to promote foundational knowledge of bargaining processes, such as
    - Understanding of the collective bargaining article in the Collective Agreement and its associated process and timelines
    - Understanding of the Alberta Labour Code and its implications on collective bargaining
    - Understanding of MRFA's history as it relates to collective bargaining

- *At the direction of the Negotiating Committee*, write succinct messaging related to key issues under consideration during bargaining
  - Prepare communications as needed by the Negotiations Committee
  - Develop and privately distribute Collective Bargaining Bulletins summarizing Closed Session bargaining updates provided in Association Meetings.
- Preparation for Strike votes:
    - *At the direction of the Negotiating Committee*, write scripts that answer common questions using Message Boxes - see template in Job Action Plan. These shall be used to inform the membership in advance of votes relating to strike authorization/mandate. All Message Boxes shall be approved by the Executive Board.
- Preparation for Job Action:
    - Production of picket materials:
      - Create different flyers to be provided to all picketers on each day of job action
      - Develop key messages and slogans to be used on picket signs
      - Organize, in collaboration with the MRFA Social Events Committee, picket parties in advance of job action

During Job Action:

- Continue to develop, produce and distribute daily flyers and additional picket signs as needed
- Email/phone response team:
  - Establish public phone numbers/email address for inquiries
  - Receive communications from the media, other faculty unions, labour bodies, and national organizations
- Triage incoming media enquiries and direct them to appropriate person
- Liaise with Department Liaisons, through the Communications Officer, to disseminate information and implement call trees, as appropriate, to encourage members to not cross physical/virtual picket lines and to instead sign up for strike duties.

**Budget and Resources**

Budget to be determined by the Executive Board (upon the recommendation of the ad hoc Job Action Finance Committee for activities related to job action).

**Administrative Support**

When possible, the MRFA's Administrative Assistant shall serve as Recording Secretary and shall provide administrative support to the Committee.