

## External Relations Communications Management Procedures

### Abstract

These procedures outline the University's process for managing mass communications for external relations purposes.

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Approved by	Deputy Vice-Chancellor (International and Advancement)	
	Latest amendment: Director, Governance Support Unit (see change history for details)	
Implementation Officers	Director, Alumni and Development Director, External Engagement	
Relevant to	UTS staff involved in mass external communications for the University	
Related documents	<a href="#">External Relations Relationship Management Procedures</a> <a href="#">Fundraising Policy</a> <a href="#">Privacy Management Plan</a> (PDF) <a href="#">Privacy Vice-Chancellor's Directive</a> <a href="#">UTS Information Technology Security Vice-Chancellor's Directive</a>	
Legislation	<a href="#">Privacy and Personal Information Protection Act 1988 (NSW)</a> <a href="#">Spam Act 2003 (Cwlth)</a>	
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### 1. Purpose

The University wishes to manage its mass communications for external relations purposes in a coherent and collaborative fashion. These procedures provide a framework designed to encourage the considered management of mass external communications across the University.

### 2. Scope

These Procedures relate to mass communications for external relations purposes – ie alumni engagement, corporate engagement, and fundraising. Implementation of these Procedures is the responsibility of the Deputy Vice-Chancellor (International and Advancement). All staff involved in managing mass external communications for the University must comply with these Procedures. Individual communications for external relations purposes are not covered by these procedures, but are governed by the External Relations relationship management procedures.

### 3. Definitions

**External Relations** may mean either the University office which includes Advancement Services, Alumni Relations, Development, and External Engagement or the activity of managing external relationships for the University, which may be undertaken by this office, by individual faculties, or both, as appropriate. The scope of External Relations in this document relates to alumni engagement, corporate engagement and fundraising only.

**PACE** is the UTS Partnership, Alumni, and Community Engagement database. This database is the appropriate repository for all data relating to external relations activity.

### 4. Principles

The following principles underpin these procedures:

- A strategic approach to External Relations will be implemented across the entire University.
- External Relations activities will be conducted in a highly ethical and collaborative spirit.
- UTS staff engaged in External Relations activities will conduct themselves as ambassadors for the entire University.
- Relationships with supporters and external partners will be appropriately managed for the long term.
- In relation to fundraising, there will be a University-wide understanding of a donor-centric fundraising philosophy.

- Fundraising activities will focus on projects defined as fundraising priorities as outlined in the UTS Fundraising Policy.
- Conflicting or inappropriate approaches to external parties will be avoided.
- All relevant data concerning External Relations will be stored in the UTS Partnership, Alumni, and Community Engagement (PACE) database.

## **5. Procedures**

### **5.1 Planning and reporting**

**5.1.1** A UTS-wide communications plan will be compiled to guide mass communications (by mail, email, and phone) for External Relations purposes. The Advancement Services team will facilitate the compilation of this plan.

**5.1.2** The Advancement Services team will monitor and report on mass communications for External Relations purposes, and where necessary will facilitate discussions on appropriate communications strategies. Advancement Services will not impose a cap on numbers of communications sent.

### **5.2 Privacy**

**5.2.1** UTS may contact alumni, staff, and adjunct staff recorded in the PACE database unless those persons have opted-out of relevant mass communications.

**5.2.2** Constituents recorded in the PACE database who are not alumni, staff, or adjunct staff should be asked to opt-in to receive relevant mass communications.

**5.2.3** All mass communications must clearly identify the relevant UTS faculty or division which authorised the sending of the communication.

**5.2.4** All mass communications must allow the recipient to opt-out of receiving further communications.

**5.2.5** All opt-outs must be recorded within the University's PACE system.

### **5.3 Authority to issue mass communications for external relations purposes**

**5.3.1** Faculties and business units may communicate with their own constituents as recorded in the University's PACE system as follows:

The Alumni Relations office may communicate with all UTS alumni.

Faculties may communicate only with their own constituents as recorded in the PACE system, including their alumni.

The Events, Exhibitions, and Projects unit may communicate with all alumni and with other external constituents where the relevant faculty, division, or office authorises such communication.

The Development office may communicate with all alumni and with Development constituents as recorded in the PACE system.

The External Engagement office may communicate with its own constituents as recorded in the PACE system.

The Careers office may communicate with its own constituents as recorded in the PACE system.

All other business units seeking to issue mass communications for External Relations purposes must go through the appropriate business unit above.

**5.3.2** There should be one person in each faculty or business unit who approves and takes responsibility for mass communications.

**5.3.3** If a mass communication is likely to impact upon an external relationship under individual management, the relationship manager must be consulted.

## **6. Roles and responsibilities**

**Accountable Officer:** Deputy Vice-Chancellor (International and Advancement)

**Implementation Officers:** Director, Alumni and Development and Director, External Engagement

Other roles and responsibilities:

**Advancement Services** is the University office responsible for managing the PACE database.

**Alumni Relations Office** is the University office responsible for managing the University's relationships with alumni. This office has responsibility for developing and implementing strategies and programs for alumni relations across UTS.

**Development Office** is the University office responsible for managing the University's relationships with donors and prospective donors. Development Managers within this office have responsibilities for developing and implementing strategies for relationship management, in partnership with other University staff.

**External Engagement** is the University office responsible for growing the University's relationships with the corporate sector.

## **7. Acknowledgements**

No relevant acknowledgements.

## 8. Version control and change history

Effective date	Version	Approved by (date)	Amendment
08/10/2010	1	Deputy Vice-Chancellor (International and Development) (05/10/2010)	New Procedures.
13/04/2016	1.1	Director, Governance Support Unit (GSU) (11/12/2014)	Changes (approved under Delegation 3.17) to implement 2014 Senior Executive restructure.