

**BOARD OF GOVERNORS POLICY DIRECTION  
ON  
COMMUNITY RELATIONSHIPS AND COMMUNICATION**

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The university has a mandate to serve the needs of the Fraser Valley. Mutually-beneficial relationships with local communities are integral to the university's success as a relevant, responsive, and highly-regarded influence within its region and beyond. The Board of Governors believes it is through strong connections and effective communications with local governments, industry, community organizations, donors, alumni, students, staff, faculty, and the media that community needs can be fully served, and successful partnerships, initiatives, and innovations realized.

The university will take a leadership role in developing community relationships as a foundation for understanding and serving the evolving needs of the region. As an essential part of this work, the university will engage in strategic communications with its internal and external stakeholders and communities to enhance the university's reputation, and to ensure information is shared regarding strategic directions, priorities, partnerships, and successes.

University communications will be genuine, accurate, transparent, accessible, and timely in order to be accountable to the government and public. The university will meet related government and regulatory reporting obligations. The Board Chair is the spokesperson for all matters pertaining to the Board.

When there is risk to the university's reputation through an emerging communication or relationship issue, the Board of Governors will be consulted. The university will also maintain crisis and emergency communication plans.

The university will develop and maintain reporting structures for Board oversight, including community outreach and communication plans and outcomes.