



MARKETING AND COMMUNICATIONS

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Subject	Policy #	Approved by	Approval Date
On-Campus Communication	MARCOM-1	SEC SLC	August 18, 2009
		Revision Date	

Policy

The SAIT Students' Association (Saitsa) recognizes the importance of promoting Saitsa on campus.

Procedure

1. The SAIT community can be defined as SAIT administration, students, faculty, and/or support staff.
2. The Marketing and Communications department shall use various vehicles to promote Saitsa on campus.
3. Internal marketing tools include, but are not limited to, event posters, poster boards, sandwich boards, SAITview, advertisements in the Weal, the Rock, and banners in the Atrium.
4. The website and the other online social networking tools serve as both internal and external marketing tools.
5. The Saitsa Marketing and Communications department will maintain the 'Rock' and use it to promote events.
6. The Marketing Assistant will update the Rock every two weeks (or as deemed necessary by the Marketing and Graphic Design Coordinator) with event information.
7. The Marketing and Graphic Design Coordinator will ensure that all safety pre-cautions are met while the Rock is being painted.
8. The Marketing and Graphic Design Coordinator (or designate) will create all Saitsa event posters and SAITview ads.
9. The Event Notification Form must be submitted to the Marketing and Communications
 - a. Department at least six weeks in advance of any upcoming events. This will allow the department sufficient time to prepare, print and/or distribute any and all necessary promotional materials.

10. A Graphic Request Form (approved by the relevant manager) must be handed in at least five business days prior to the date the poster or ad is required.
11. A proof will be emailed to the party who requested the graphic in order to be finalized prior to printing.
12. Once poster graphics are approved, they will be printed and the Marketing Assistant will post ads weekly (or as deemed necessary by the Marketing and Graphic Design Coordinator) on Saitsa boards and sandwich boards.
13. Once SAITview ads are approved, the Marketing and Graphic Design Coordinator or the Marketing Assistant will submit the ads to SAITview.
14. The Marketing and Graphic Design Coordinator will use event posters and department news and announcements to design Saitsa-related Weal ads.
15. Any news or announcements to go in the Weal on behalf of Saitsa must be emailed to the Marketing and Graphic Design Coordinator by Monday.
16. The Weal ads will be uploaded every Tuesday by the Marketing and Design Coordinator.
17. The Weal is printed Wednesday afternoon and distributed on Thursdays.
18. The Saitsa Marketing and Communications department shall hang banners in the Heart Atrium
19. The banners will be updated every Thursday (or as deemed necessary by the Marketing and Graphic Design Coordinator) with event details by the Marketing and Graphic Design Coordinator and/or Marketing Assistant.
20. Saitsa will periodically send out a newsletter to students detailing important updates about events, elections, policies, and other news.
21. The Research and Communications Coordinator will compile relevant post-secondary news and articles on a regular basis for Saitsa staff and executives.
22. The Research and Communications Coordinator will send out an email update every Monday morning to SAIT Business Notices detailing all event and retail special info for the upcoming week. Relevant information to be included in this email will be submitted by the Food and
 - a. Beverage Manager (or designate), Operations Manager (or designate) and Events and Programming Manager (or designate) every Friday afternoon.

Subject	Policy #	Approved by	Approval Date
Off-Campus Communication	MARCOM-2	SEC SLC	August 18, 2009
		Revision Date	

Policy

Saitsa recognizes the importance of promoting Saitsa off-campus.

Procedure

1. Off-campus advertising shall be defined as any advertising or promotional activity that extends beyond the SAIT community, including to the general public.
2. External marketing tools include, but are not limited to, press releases, public service announcements, media advisories, public advertisements (online, in print, on the radio or on television), the Annual Report, and the Partnership Opportunities Package.
3. The website and all online social networking tools serve as both internal and an external promotional tools.
4. The Marketing and Communications department will place ads weekly (or as deemed necessary by the Marketing and Graphic Design Coordinator) in FFWD Weekly.
5. The Marketing and Graphic Design Coordinator will compile a list of events from the Outlook Calendar and/or event details from the Events and Programming Manager and will create an advertisement for FFWD Weekly. A final proof will be emailed to the Events Manager in order to be approved. The Marketing and Graphic Design Coordinator will upload the ad to FFWD Weekly for print every Monday.
6. The Marketing and Graphic Design Coordinator will maintain an updated events listing on the Saitsa website.
7. The Annual Report shall be published and made available online to interested parties each year.

Subject	Policy #	Approved by	Approval Date
Internal, External & Independent Media Relations	MARCOM-3	SEC SLC	August 18, 2009
		Revision Date	June 12, 2014
		Revision Number	1.6

Policy

The SAIT Students' Association (Saitsa) recognizes the need to engage the media through proper channels of communication.

Definition

Internal media shall be defined as any campus-based media channel such as The Weal, SAITview, The Press etc.

External media shall be defined as any off-campus media such as The Calgary Herald, CTV, CBC, etc.

Independent media shall be defined as all other media sources such as film, photo, written, audio, etc.

Procedure

1. All media inquiries must be sent to the Marketing and Communications Manager via phone or email.
2. The Marketing and Communications Manager will coordinate all media requests and determine the appropriate person to address each media request.
3. Media requests shall be delegated according to the following order of communication:
 - a. An Executive whose portfolio fits the request, as determined by the Marketing and Communications Manager, President or General Manager.

- b. President
 - c. General Manager
- 4. In the absence of the Marketing and Communications Manager, media requests shall be coordinated by the following:
 - a. President
 - b. General Manager
 - c. Vice President External
- 5. Any staff receiving media inquiries must forward the request to the Marketing and Communications Manager.
- 6. A Media Access Form must be completed online at saitsa.com by any media source wanting to film or photograph in Saitsa operations.
- 7. The Marketing and Communication Manager must approve all Media Access Forms prior to any media source filming or photographing in Saitsa operations.
- 8. Any matter considered confidential by the SEC, SLC, General Manager or Marketing and Communications Manager will not be disclosed for any reason.

Subject	Policy #	Approved by	Approval Date
Press Releases and Media Communications	MARCOM-4	SEC SLC	August 18, 2009
		Revision Date	

Policy

Saitsa recognizes the need to send out press releases and other media communications.

Definitions

Press release (or media release): Offers the media key information about an event. Public Service Announcement (PSA) or Community Service Announcement (CSA): A mini advertisement designed to persuade the audience to take some specific action. They are aired free of charge by media outlets for the public good.

Media advisory: A brief announcement to the media about an upcoming event.

Procedure

1. The Research and Communications Coordinator will determine when to send out a press release, PSA or media advisory on behalf of Saitsa in order to inform the media of Saitsa activities, events, and positions on specific topics.
2. The Research and Communications Coordinator will write the press release, PSA or media advisory and then obtain approval from the Saitsa President before sending it out.
3. The Research and Communications Coordinator will send out press releases, PSAs and media advisories to various media via fax or email.
4. Requests for press releases and media advisories must be submitted to the Research and Communications Coordinator a minimum of seven days before an event.
5. Requests for PSAs must be submitted to the Research and Communications Coordinator a minimum of five days before they need to be sent out.
6. The consent of the Saitsa President and the General Manager must be given before Press Release requests are submitted to the Research and Communications Coordinator.

7. The Research and Communications Coordinator and the Marketing and Graphic Design Coordinator must be notified of all new events.
8. The Research and Communications Coordinator will have on file a current and updated media contact list, and will send Saitsa event information to media sources as they deem appropriate.

Subject	Policy #	Approved by	Approval Date
Annual Survey	MARCOM-5	SEC SLC	August 18, 2009
		Revision Date	

Policy

Saitsa recognizes the importance of sending out an Annual Survey to its members.

Procedure

1. The Research and Communications Coordinator will ask Saitsa staff to submit potential questions for the Saitsa survey in January of each year.
2. The Research and Communications Coordinator will meet with the General Manager to discuss the questions that will be included in the Saitsa survey.
3. The Research and Communications Coordinator will compile the survey by the end of February.
4. The Research and Communications Coordinator will work with the Saitsa President to obtain email access to Saitsa members and necessary permissions from Information Services.
5. The Research and Communications Coordinator will send the Saitsa survey to Saitsa members during the first week of April.
6. The Marketing and Graphic Design Coordinator will discuss prizes with the General Manager and place an order for prizes.
7. The Marketing and Communications Department will draw the prize winners and contact them before the end of classes.
8. The Research and Communications Coordinator will analyze the survey data and present a report in hard copy format at the annual Saitsa Staff Retreat, and archive electronic and hard copies in the Marketing and Communications office.

Subject	Policy #	Approved by	Approval Date
Annual Report	MARCOM-6	SEC SLC	August 18, 2009
		Revision Date	

Policy

Saitsa recognizes the importance of producing an Annual Report.

Procedure

1. The Research and Communications Coordinator will collect data from the previous fiscal year, including:
 - a. A Saitsa staff list
 - b. A Saitsa volunteer list
 - c. Reports from Department Managers
 - d. Letters from the Saitsa President and General Manager
 - e. Financial information from the auditors
 - f. Quotes from previous executives and managers
2. The Research and Communications Coordinator will write the Annual Report.
3. The Marketing and Graphic Design Coordinator will compile the report with graphics and photos.
4. The Annual Report shall be completed by the beginning of December each year.
5. The Annual Report will be presented to the Students' Legislative Council by the Research and Communications Coordinator.
6. The Annual Report will be publicly available on the Saitsa website and a hard copy will be distributed to each Saitsa department.

Subject	Policy #	Approved by	Approval Date
Promotional Items	MARCOM-7	SEC SLC	August 18, 2009
		Revision Date	

Policy

Saitsa recognizes the importance of using promotional items in its marketing activities.

Procedure

- Promotional items are to be selected by the VP Student Life and the Marketing and Graphic Design Coordinator, and/or Department Managers and the General Manager. These discussions should begin by the end of May each year. Items should be ordered with a view to maintaining a sufficient supply for the whole school year, including the Winter Welcome Week.
- SAIT Orientation items must be delivered by the beginning of August so that they may be included in orientation packages.
- SAIT Orientation items include:
 - An Orientation copy of The Weal
 - Saitsa information (brochures)
 - Health & Dental plan information (which shall be arranged by the VP Finance)
 - Any other promotional items, at the discretion of the Marketing and Graphic Design Coordinator.
- Other promotional items must be delivered by the end of August so that they can be used for Saitsa Welcome Week.
- Promotional items shall be stored in Room V212A and will be distributed at the discretion of the Marketing and Graphic Design Coordinator.
- The VP Student Life, the Student Services Manager and the Marketing and Graphic Design Coordinator will work together to order and coordinate promotional items for Apprentice Intakes. These items must be delivered by mid-August of each year.

Subject	Policy #	Approved by	Approval Date
Saitsa Website	MARCOM-8	SEC SLC	August 18, 2009
		Revision Date	

Policy

Saitsa recognizes the importance of maintaining a Saitsa website for promotional and informational purposes.

Procedure

1. The Marketing and Graphic Design Coordinator will update the Saitsa website weekly (or as they deem necessary) with new information regarding events and Saitsa news.
2. Requests for informational website changes must be submitted via e-mail to the Marketing and Graphic Design Coordinator a minimum of five business days in advance.
3. Each manager shall ensure that their respective section of the website contains up-to-date information, and shall provide the Marketing and Graphic Design Coordinator with updates on a regular basis or as necessary.
4. The website will be maintained by an external source as deemed by the Marketing and Graphic Design Coordinator.
5. Each summer (between the months of May and July) the Marketing and Graphic Design Coordinator will review the website design and structure with the General Manager and make any necessary changes.

Subject	Policy #	Approved by	Approval Date
Saitsa Logo	MARCOM-9	SEC SLC	August 18, 2009
		Revision Date	

Policy

Saitsa recognizes that all logos associated with Saitsa must retain their original form on all advertised and printed material.

Definition

Saitsa Logo: An identifying logo of Saitsa

Subsidiary Logo: An identifying logo of an operation or service related to Saitsa

Procedure

1. All logos and/or graphic standards associated with Saitsa on all advertised and printed materials cannot change dimensions and must, at all times, retain their original form.
2. New logos or any modifications made to any logo associated with Saitsa must be approved by the Marketing and Graphic Design Coordinator and the Students' Executive Council.
3. Any external advertising or promotion of Saitsa operations or services using a subsidiary Saitsa logo must be accompanied by a Saitsa logo.
4. Only the Marketing and Graphic Design Coordinator, the Research and Communications Coordinator, and Saitsa Managers may release a Saitsa logo to a third party.

Subject	Policy #	Approved by	Approval Date
Photography	MARCOM-10	SEC SLC	August 18, 2009
		Revision Date	July 5, 2011

Policy

Saitsa recognizes the need to photograph events for archival and promotional purposes, and to monitor professional photography being shot in its licensed locations.

Procedure

1. The Marketing and Graphic Design Coordinator shall be in charge of and shall maintain the Saitsa camera equipment.
2. Saitsa staff who need to borrow the camera must obtain permission from the Marketing and Graphic Design Coordinator.
3. The Marketing and Graphic Design Coordinator and/or the Marketing and Communications Assistant shall attend Saitsa events in order to take pictures whenever possible.
4. The Research and Communications Coordinator shall maintain a photo archive.
5. All photographers from both on- and off-campus media outlets must obtain permission to shoot professional photos (i.e. using a camera with a detachable lens, or a video camera) from Saitsa a minimum of 48 hours prior to shooting, or at the discretion of a Manager.
6. Under no circumstances may photographers shoot photos of patrons consuming or holding alcoholic beverages.
7. In order to obtain permission, photographers must download the Professional Photography Approval Form from the Saitsa website and submit it to the Research & Communications Coordinator.
8. The Research & Communications Coordinator will forward applications to the relevant managers, who will approve or deny the application based on whether the photographer's request can be reasonably accommodated. Applicants will be notified by the Research & Communications Coordinator if and when their application is approved, and they will be provided a Press Pass. Photographers shooting with professional or video cameras in Saitsa operations shall not be permitted on the premises if they are not in possession of a Press Pass.

Subject	Policy #	Approved by	Approval Date
Research	MARCOM-11	SEC SLC	August 18, 2009
		Revision Date	

Policy

Saitsa recognizes the need for research to be conducted.

Procedure

1. A Research Request form must be submitted to the Research & Communications Coordinator a minimum of four weeks before the desired date of research completion.
More time may be necessary depending on the nature and scope of the required research.
2. Research requests may only be submitted by:
 - a. Department Managers
 - b. Students' Executive Council members
 - c. The General Manager
3. Any research request submitted by the VP Academic, VP Finance, or VP Student Life must be signed by the President prior to being submitted.
4. If deemed necessary, a meeting with all interested parties will be held prior to the commencement of the research.

Subject	Policy #	Approved by	Approval Date
Golf Cart	MARCOM-12	SEC SLC	August 18, 2009
		Revision Date	

This policy was repealed per the Board of Directors in a motion dated October 5, 2020.

Subject	Policy #	Approved by	Approval Date
T-Shirt Launcher	MARCOM-13	SEC SLC	
		Revision Date	July 19, 2010

This policy was repealed per the Board of Directors in a motion dated October 5, 2020.