

Communications Committee Guidelines

The mission of the Communications Committee is to strategically manage both internal and external messages that will keep members and other stakeholders informed and position UNICON as the voice of the industry. Duties include:

1. Maintain the Communications Committee policies and procedures to include Antitrust/Competition Policy (Appendix A).
2. Partner with other UNICON Committee's to communicate insights relevant to members and stakeholders including research, benchmarking reports, conference events and other insights.
3. Develop appropriate articles and reports for public relations releases.
4. Develop and maintain the UNICON website and related technology.
5. Work with other committees to develop material for public relations.
6. Monitor UNICON's public relations impact and make strategic recommendations.
7. Manage the external PR contract and activities and outputs from the current vendor.
8. Working with the Executive Director, provide the UNICON board with Communications reporting at each Board meeting.
9. Co-chair(s) to work effectively with other Communications Committee members to ensure they are actively involved and participative.
10. Co-chairs to maintain appropriate membership staffing for their respective committee.
11. Oversee the Learning Community.

Goals and Objectives

1. Enhance members' knowledge of the executive education industry and market and build an effective network of executive education professionals.
2. Promote an understanding of the importance of university-based executive education to the development of leaders in business and industry.
3. Work with Executive Director and Board Chair on identifying media and other promotional or informational opportunities.
4. Devise and communicate procedures and channels for information to be shared within and outside of the organization, utilizing tools such as email and the UNICON website.

Committee Membership

1. The Communications Committee will be headed by a Chair or Co-Chairs who are board members and are selected by the Chairman of the UNICON Board to perform those roles. The committee members will represent a cross-section of UNICON member institutions.
2. Duties of committee members:
 - a. Improve quality of communications and drive engagement
 - b. Partnerships with other Committees to showcase findings
 - c. Curated industry knowledge and a special focus on technology disruption
3. Committee structure:
Committee size is determined by the committee co-chairs and can have up to eight (8) seats total. This includes two elected Board members who serve as co-chair, the marketing director, an off-board chair, and other members as appointed by the co-chairs.
4. Criteria and process for selecting new committee members:
Based on interest and skills related to the work of the committee (background in marketing, data analytics, behaviour & social science, etc) geographic representation and size of the member school that the candidate represent. Participation is fostered via co-chairs' communication, in-person meetings during UNICON conferences, net meetings, etc.

Internet, Social Media, and Other Communications Policy Requirements and Restrictions

1. Communication by UNICON or among Members may raise antitrust concerns where the communications themselves constitute or evidence an antitrust violation. For example, any communication tending to show an agreement between competitors to raise prices or allocate markets will be evidence of a per se violation of antitrust law.
2. UNICON communicates to Members and to the general public through press releases, newsletters, email bulletins, and social media (such as Facebook, Twitter, or LinkedIn), websites, traditional paper media ("UNICON Communications"). Moreover, Members have access to resources provided to communicate to other Members. Such communications must comply with all parts of this Antitrust Policy, including the specific policies set forth below.
3. To avoid the risk that any communications by UNICON or among Members may give rise to an actual or perceived antitrust violation, such communications shall be governed by the following policies:

Required Activities

1. UNICON Communications will be reviewed prior to dissemination to ensure such communications do not, at UNICON's sole discretion, appear to violate antitrust laws or promote or encourage actions which, if undertaken by Members, would be a violation of antitrust laws.
2. UNICON may monitor social media posts or communications on any UNICON-associated social media pages or websites and remove any post which, at UNICON's sole discretion, appears to

violate this Antitrust Policy, violates antitrust laws, or promotes or encourages actions, which, if undertaken by Members, would be a violation of antitrust laws.

3. Resources provided by or associated with UNICON such as membership lists, Member contact information, email lists, or UNICON-associated social media pages or accounts (such as Facebook, Twitter, or LinkedIn) shall not be used or utilized by Members to take or attempt to take any action which violates this Antitrust Policy.
4. Members shall not post any content or communication on UNICON's websites (including, without limitation, sites under the www.uniconexed.org domain name) which violates this Antitrust Policy, otherwise violates antitrust laws, or promotes or encourages actions which, if undertaken by Members, would be a violation of antitrust laws.
5. The Communications Committee works closely with the Marketing and Member Engagement Director (MMED). The MMED supports other committees as well and reports directly to the Executive Director (ED). With regard to Communications, work assignments for the MMED are laid out during the annual strategic planning process, and often clarified or further detailed during regular committee meetings. Any additional work requests of the MMED, outside of what has been agreed to by the committee and the ED, are routed through the ED.

Operational Practices

1. Wherever feasible and appropriate, the press release will include quotes from members and/or the UNICON Executive Director.
2. Wherever feasible and appropriate, the press release will include a quote that can be customized by, and attributed to, individual schools.
3. Wherever feasible, the press release will include a link to a page on the UNICON site that lists all member schools.
4. In cases where there is a clear reason to mention and/or quote a particular school, or schools, the press release will do so (for example, if there were a release about executive education in South America, the release would certainly mention and have quotes from our members in South America).
5. In more broad-based releases, where a number of schools can be mentioned and/or quoted, the Communications Consultant will select from the list of schools which have not yet been mentioned and/or quoted in a press release, and will ensure a representation of schools of different geographic location and ranking (Business Week, Financial Times) unless inappropriate for that particular press release.
6. Review and approval for release is done by executive director and communications committee chair or co-chair. Wherever feasible, both will provide final approval. If an instance should arise when one of these two is not available, and the release of the item is urgent, final approval of one of the two will be sufficient.
7. In addition to the link to the UNICON homepage, every press release will contain a link to a new page on the UNICON website where all schools are listed. The said page still needs to be created, so this will happen when the page is in place.