

# UBC Broadcast

TOOLKIT FOR FACULTY AND STAFF | 2021



## About UBC Broadcast

UBC Broadcast is used by the university's senior leadership to communicate institutional messaging that is time-sensitive and relevant to a large percentage of UBC's faculty and staff (on one or more campuses). UBC Broadcast is owned by the UBC Executive. UBC Internal Communications acts as the steward/facilitator of this channel.

UBC Broadcasts are issued Monday to Thursday, between 11am and 1pm (allowing time for messages to make their way through the system), with a maximum of one email permitted each day.

UBC Broadcast signatories must be a member of the UBC Executive at Vice-President (VP) level.

Only a select number of UBC communicators are able to submit a request. The Internal Communications team adopts the role of advisor around message content and timing.

## Examples

### LARGE-SCALE ANNOUNCEMENTS

**Example:** UBC's climate action plan

### UPDATES ON HIGH PROFILE TOPICS

**Example:** UBC's Anti-Racism Task Force

### ORGANIZATIONAL CHANGES

**Example:** Implementation of Workday

### EXECUTIVE APPOINTMENTS/CHANGES

**Example:** Appointment/change at VP level

### URGENT UPDATES

**Example:** Campus safety updates

### MESSAGES FROM THE PRESIDENT

**Example:** Call for nominations for the President's Staff Awards

## UBC Broadcast checklist

Refer to this checklist to determine whether your message meets the guidelines for UBC Broadcast.

### GUIDELINES

- Timely:** Is this information timely, and will it have significant importance for the majority of faculty, staff, and/or the operations of the university?
- Approved:** Does my message have approval of a VP to be sent on their behalf?
- Signatory:** Does my message have a VP-level signatory?
- Relevant:** Will it be of broad significance to faculty and/or staff?
- Adhering to existing policies:** Does my message adhere to all existing UBC policies, in particular [Policy GA3: Communications \(PDF\)](#) and [Policy SC14: Acceptable Use and Security of UBC Electronic Information and Systems \(PDF\)](#)?
- Intended for UBCV and UBCO campuses:** Is my message of relevance to both campuses? If applicable only to one campus, will a similar message be circulated through different channels at the other?

## Learn more

To learn more about UBC Broadcast, review our [governance guidelines](#).

## Any questions?

Please [contact](#) the UBC Internal Communications team.