



Brock University Graduate Students' Association

Document 025C

The Graduate Students' Association Vice-President, Communications & Advancement Policy

Name

1. This Document shall be known as the "Vice-President, Communications and Advancement Policy"

Purpose

2. To provide structure and guidance on the role and pursuant responsibilities of the Vice-President, Communications and Advancement (VPCA) of the GSA. Adding additional clarity to definitions provided in other GSA legislation and allowing for clear understanding as to the purpose of the role for all members of the organization, whether they hold the office currently, are responsible for their accountability, intend to run for the office in the future or are simply members of the graduate student population more broadly.

Qualifications

3. The Vice-President, Communications and Advancement must abide by all qualifications set out in relevant GSA legislation and documentation, as well as any additional requirements imposed by external legislation.

Accountability

4. The Vice-President, Communications and Advancement shall report to the President and be accountable to both the President and the Executive Committee.

Term of Office

5. The Vice-President, Communications and Advancement shall remain an Officer of the Corporation from the 1st day of May after their election until the following midnight of the 30th day of April, or in the case of a vacancy, immediately after the ratification of the results by the Board of Directors until midnight of the following 30th day of April.

Vacancies

6. Vacancies in the role of Vice-President, Communications and Advancement shall be filled pursuant to Document 001 and any other relevant GSA legislation.

Responsibilities

7. The Vice-President, Communications and Advancement shall:
 - a. Be responsible for maintaining the media and social media accounts with current and timely internal information (i.e. awareness campaigns, events,

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- constitution, health plan information); and external information as it relates to the GSA membership, in conjunction with members of the Executive Committee and the Executive Director;
- b. Create multimedia content (graphics, handbooks, video, posters, etc.) to be used on GSA social media channels, the GSA website and other relevant and accessible avenues of communication;
 - i. Should content creation be delegated, in any amount, the VPCA shall oversee and give approval to such content prior to distribution.
 - c. Work in conjunction and under the advisement of the GSA President to establish annual advancement goals and strategies for the GSA;
 - d. Submit a written report, prior to each GSA Board Meeting, of all activities undertaken on behalf of the GSA for the previous period;
 - e. Act as the GSA Board Secretary, in accordance with Document 017, specifically:
 - i. Recording the minutes of the monthly GSA Board Meetings and, with the help of the Executive Director if desired, distribute copies electronically to members of the GSA Board of Directors (at the latest one week prior to the subsequent GSA Board Meeting);
 - ii. Recording the minutes of the GSA Executive Meetings and distribute electronically to the GSA Executive; and
 - iii. Assist with recording the minutes of any other GSA Board, Committee or other such meetings held by the GSA, and their distribution to relevant members, where required.
 - f. In accordance with Document 017, the GSA Board Secretary may delegate any items listed in or directly related to those outlined in Sections 8.c.i, 8.c.ii, and 8.c.iii of this policy, pursuant to any other relevant GSA legislation;
 - g. Should the responsibilities outlined in Sections 8.c.i, 8.c.ii, and 8.c.iii of this document, as well as those outlined in Document 017, be delegated, the VPCA shall remain both accountable and responsible for the completion of all items listed within their portfolio;
 - h. With the help of the Executive Director, ensure that agendas, minutes, Board Handbook and other important information is available on the GSA webpage;
 - i. Liaise with the Brock Press, Alumni News and other such University publications to ensure that submissions regarding news about graduate students and/or news of value to graduate students is published;
 - j. Assist in the promotion of recruitment efforts to fill vacancies on the GSA Board, Program Assembly and other committees;
 - k. Maintain close communication with the Executive Director and with members of the Executive Committee;
 - l. Serve as a resource to the GSA Communications and Advancement Committee, and when required serve as Chair. They shall also support any additional Committees or Sub-Committees, as relevant, that may be established, from time to time;



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- m. Perform other duties as may be determined by the President, or the Executive of the GSA;
- n. Present an annual written report for the Annual General Meeting (AGM), and a transition report to pass on their knowledge and contacts to the next incoming GSA Executive; and
- o. Attend all meetings of the GSA Board, Executive and Program Assembly, where required.

Performance Appraisal and Remuneration

- 8. The Vice-President, Communications and Advancement shall have their performance evaluated by the GSA President and Executive Director, and receive compensation pursuant to this performance, as outlined in relevant GSA legislation.
- 9. The Vice-President, Communications and Advancement shall normally require a minimum of five (5) hours per week for the duration of the appointment. These hours shall normally be eligible for monetary compensation, in addition to any non-monetary compensation, pursuant Document 029 and any other relevant GSA legislation.
- 10. Additional commitment may be required at various times throughout the term, these hours shall normally not be eligible for additional compensation.