

**THE CANADIAN ASSOCIATION
OF BUSINESS STUDENTS**

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EXTERNAL RELATIONS POLICY

POLICY COORDINATORS

Chairperson
Board of Directors
chair@cabsonline.ca

Vice-President of External Relations
CABS Leadership Team
vpexternal@cabsonline.ca

DATE EFFECTIVE

April 27, 2020

Upon being duly motioned and seconded and in witness herein, we hereby acknowledge that the content of this document represents the true nature of the External Relations Policy of the CANADIAN ASSOCIATION OF BUSINESS STUDENTS, INC. [The Corporation], which has been approved by a 2/3 majority vote of the Board of Directors of [The Corporation], at the Board meeting held April 27, 2020. We further acknowledge that this Policy shall be interpreted under the laws in effect in the province of Ontario, judicial district of Mississauga (the original place of incorporation)

GENERAL PROVISIONS

1. PURPOSE AND SCOPE

- a. The External Relations Policy provides the framework for communicating with parties and individuals external to the Corporation. This Policy encourages Employees and responsible parties to maintain professionalism and objectivity, and ensure that its activities align with the mission and vision of the Corporation as outlined in the Strategic Planning and Vision Policy. Furthermore, this Policy delineates what information and responsibilities therefor are incumbent upon which portfolios of the Corporation to ensure proper delegation and internal communication.
- b. The External Relations Policy is sovereign to the By-Laws of the Corporation and is aligned with all other governing documents of CABS.

2. DEFINITIONS

- a. The terms that appear in this policy are defined in the Policy of Definitions; terms that do not appear in that list of definitions but do appear in the “Definitions” section of the By-Laws of the Corporation are equally enforceable in this policy.
- b. “Social Media” means any digital platform by which the Corporation may make representations to the public, with the exception of the Corporation’s website, e.g. Facebook, Instagram, Twitter.
- c. “Media Outreach” means any communication with an external media organization or producer, such as a news outlet, radio station, newspaper, magazine, or non-traditional news/editorial medium (e.g. blogs, podcasts).

3. SOCIAL MEDIA

- a. All Social Media publications and user-to-user communications are managed under the Vice-President of Marketing's portfolio.
- b. The Corporation must respond to any and all Social Media communications within twenty-four (24) hours of the communication's receipt.
 - i. Response time must be sensitive to the urgency of the communication. The best judgement of the Vice-President of Marketing must be exercised in this regard.
 - ii. Response time may be elongated if the Corporation lacks sufficient information to adequately respond, such that the individual who originated the contact is informed that they will be provided up-to-date information as it becomes available.
 - iii. Response time must be negated where the communication received by the corporation contains abusive or inappropriate language or content.
- c. The management of all contractual obligations pertaining to Social Media is managed by the Vice-President of Marketing.
- d. All content generated and distributed via Social Media channels must be consistent with the vision and mission defined in the Strategic Planning and Vision Policy and must respect the professionalism required under the Business Ethics and Human Resources Policy.
- e. Communications received or sent that pertain to other relevant parties, e.g. the President or other Vice-Presidents' portfolios, must be relayed to the relevant party before any publication is made or response is sent.

4. GENERAL MEDIA AND OUTREACH

- a. Coordination of, and response to, Media Outreach will be managed by the proper party and portfolio in accordance with the table below:

Subject of Media Outreach	Responsible Portfolio
Corporate partnerships/sponsorship	Vice-President of Partnerships

Strategic partnerships	Vice-President of External Relations
Lobbying and advocacy initiatives	Vice-President of External Relations
Governance activities	President & Governance Committee Chairperson
Public accountability; reporting of accidents or incidents	President, in consultation with the Board of Directors
Member services, new Memberships, questions pertaining to Member Schools	Vice-President of Members & Alumni Relations
Competitions	Vice-President of Competitions
Conferences	Vice-President of Conferences

- b. Any Media Outreach that falls beyond the distinct categories listed above will, by default, be managed by the Vice-President of External Relations, subject to contractual or pre-determined working relationships with any external organizations.

5. IN-KIND PARTNERSHIPS

- a. In-kind partnerships include any partnership with an external organization for which the Corporation receives either no direct benefit or receives non-monetary goods in return for fulfilling corresponding obligations.
- b. The solicitation of in-kind sponsorships falls within the portfolio of the Vice-President of Partnerships, subject to delegation to Program Team Directors tasked to engage in partnerships. Such Directors must communicate with, and strategize in accordance with, the Vice-President of Partnerships.

6. CORPORATE PARTNERSHIPS

- a. The Vice-President of Partnerships and its delegates will seek general and nominal partnerships.
 - i. General partnerships are agreements between the Corporation and any external organization whereby the Corporation is conferred a financial benefit in exchange for undertaking specific obligations to

the external organization, such as Social Media promotion, title sponsorship, and speaking engagements.

- ii. Nominal partnerships, also known as loss-leadership sponsorships, are strategically beneficial in order to create future corporate partnership opportunities for the Corporation or create deals and discounts for the Corporation and its Members.
- b. The Vice-President of Partnerships must oversee all outreach activities conducted by all Directors within the Partnerships portfolio as well as outreach conducted by all conference or competition Program Teams.
 - c. As an overriding rule, all partners, prospective or confirmed, must align with the strategy, vision, mission, and image of the Corporation.
 - d. Unless a partner has explicitly indicated otherwise, partners' contact information may only be used in the context of an Employee's role with the Corporation. Employees of the Corporation may not use any partner's information for means beyond the scope of their role, e.g. for personal or business interests.

7. POWERS OF DIRECTORS WITH RESPECT TO PARTNERSHIPS

- a. Program Teams and Employees of the Corporation will act in accordance with the training and operating procedures as provided by the Vice-President of Partnerships.
- b. Program Teams and Employees of the Corporation will only have the power to solicit and broker sponsorship deals with approved contacts and potential partners of the Corporation. At no point may parties other than the Vice-President of Partnerships, with co-assent from a Signing Authority of the Corporation, enter into official corporate partnership agreement.
- c. Program Teams and Employees of the Corporation will not have the power to unilaterally veto partnerships. However, all partnership agreements pertaining to a specific portfolio or event, e.g. conference or competition, must be approved by the relevant portfolio Vice-President of the Corporation. The relevant Vice-President will have veto power should the Vice-President justifiably find the partnership to be detrimental, based on objective and reasoned rationale.

- d. For all partnerships established in relation to specific standing events or initiatives, the respective Program Teams and Employees in charge will take on the sole responsibility of executing upon the Corporation's obligations relevant to external parties, specifically corporate partners, for both deals brokered by the Program Team and the Vice-President of Partnerships.