ECP: COMMUNICATIONS-004 ASUCSD ASSOCIATION INTERNAL ANNOUNCEMENT POLICY

Effective Date: January 28th, 2025

Responsible Official/Body: Chief Communications Officer (CCO)/ Office of Communications.

Authorizing clause of Bylaws/Constitution:

I.   ASUCSD Constitution Article II-A § 3(F)(e): *Develop and implement policies which facilitate communications, marketing, public relations and branding for the Association consistent with the Standing Rules.*

Scope: Internal communications within Association official channels and through A.S. personnel emails, and and it applies to all Association entities, unless stated otherwise within the policy.

Summary: This Executive Communication Policy (ECP) lays out the policies on how the Chief Communications Officer and Office of Communications are to communicate with the entire Association or individual parts of it.

Purpose: Provide a template for communicating with Association members, on important updates requiring their attention.

SECTION 1 | AIA Policy

1.   All official Association internal communications shall hereinafter be called "Association Internal Announcements or AIA".
    1.1.   The text "AIA" should be used as the watermark for the document and placed diagonally behind text, with transparency at 50%, with font size at auto, and use Helvetica Neue font.

2.   Only the Chief Communications Officer is permitted to send out an AIA, unless another member within the Association requests access to do so, and provides a rationale for doing so.

3.   AIA's must be sent out through email and Slack (to the relevant parties), to make viewing the content inside accessible.

4.   AIA's will be used for the following:

4.1.   Updates on internal operations.

4.2.   Formal notices on contemporary matters.

4.3.   And anything else, deemed necessary by the Chief Communications Officer.

SECTION 2 | AIA Format

1.   AIA's should contain the official Association letterhead and footer.

2.   All AIA's should be titled in the following manner: "Association Internal Announcement (AIA): {Subtitle}"

3.   Proceeded by a horizontal line, with the date on the right hand side, in italics and in Times New Roman font, size 9.

   3.1.   The date should look like the following example (minus font size):

      3.1.1.   [e.g. *December 1st, 2024 (A.Y. Fall Week 10)*]

      3.1.2.   *Month, date, year* (*A.Y. {Quarter Name}, Week {Number}*)

4.   The main message should always begin with "Dear (relevant party),"

   4.1.   If it is to the Assembly of the Association, it should look like the following:

      4.1.1.   Dear Members of the Assembly,

5.   At the end of the main message within the AIA, a signature should contain a phrase, such as "In Community," with the name and title of the Chief Communications Officer. This could be proceeded by another phrase, such as "In Solidarity," with the rest of the Executive Officers or relevant parties would like to be included.

   5.1.   The signature should look like the following:

      5.1.1.   (Name of position holder) | Chief Communications Officer

SECTION 3 | Violation

In the case of any violations of these policies, the following steps will be taken by the Chief Communications Officer.

1.   ASUCSD Violation Process

   1.1.   A warning email (and slack message; if applicable) will be sent to the individual or group (both student email and ASUCSD email; if applicable) requesting to fall back into compliance with the policies within this document, within a 24 hour time limit once the email is sent.

1.1.1.   If they do comply, within the 24 hour time limit, no further action would need to be taken.

1.1.2.   If they do not comply within the 48 hour time limit.

1.1.2.1.   The Chief Communications Officer will file a grievance to the Judicial Board.

ANY AND ALL QUESTIONS SHOULD BE DIRECTED TO THE
CHIEF COMMUNICATIONS OFFICER
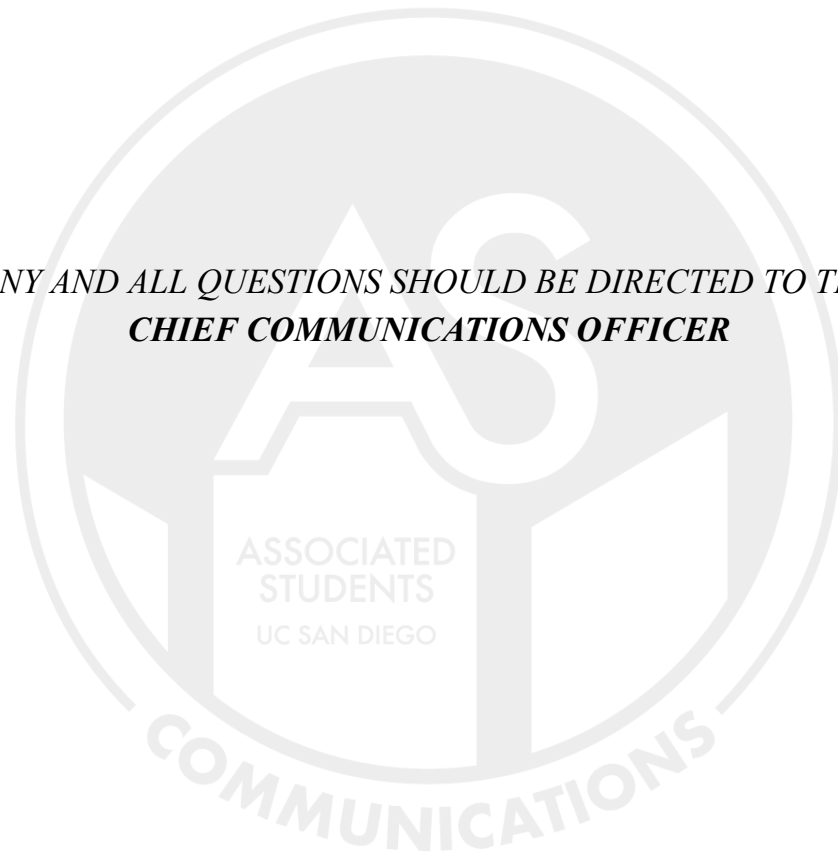
This document may be edited at the discretion of the Chief Communications Officer (CCO) at any time but in doing so the CCO must inform the Association through both Slack and email, in order for the updated policy to take into effect, and no policy may be applied retroactively to any given circumstance or situation. Afterwards, the CCO must also at the next most immediate Senate and Cabinet or Assembly meeting make note (e.g. inform everyone in attendance) of the updated policy. This policy has no expiration.