Advancement & Communications Policies and Procedures

POLICY 8.01

Subject: **Student Financial Support Program**

Approval/Amendment Date(s): August 27, 1999, February 2, 2010, June 17, 2014, March 1, 2016, July 11, 2018

Associated Procedure/Documents: Procedure H 8.01 Student Financial Support Program

Next Review Date:

Purpose/Philosophy:

To attract and support students, stimulate industry and community engagement, and maximize available resources.

1.0 Policy:

The College will institute a Student Financial Support Program targeted to three main areas:
   a) merit based;
   b) needs based; and
   c) criteria based.

Awards will be reviewed annually and are dependent on two primary factors:
   a) student candidates, and
   b) funds available.

2.0 Priorities:

The Student Financial Support Program will facilitate the College in meeting its program priorities.
   a) Increase enrolment in College programs.
   b) Address financial barriers for students.
   c) Maximize enrolment of target groups as per the direction provided by the College's Strategic Plan.
   d) Contribute to high achievement rates.
   e) Stimulate industry and community engagement.

3.0 Administration and Reporting:

a) The Student Financial Support Program and related policies will be reviewed annually. This review will include available resources and expected awards.
b) The College shall administer this policy consistent with Canada Revenue Agency regulations, in accordance with charitable organization status, and adhere to the requirements of its funding agencies.
c) The College will issue awards in a manner that ensures students meet the eligibility requirements and are in good standing with the College for the period in which their awards are distributed.
d) For entrance awards valued at $1500 or more the College will implement a two-part award disbursement process as its recourse for student withdrawal. The first installment will be $1000. The remainder of their awarded money will be mailed to them by March 30th.
e) The College shall destroy all award applications after 7 years.

4.0 Sources of Award Funding:

a) Government - Saskatchewan Innovation and Opportunity Scholarship Program
b) Donor Support
c) Fundraising Events

5.0 Donor Framework:

a) Sky (blue) $3500+:
   i) Name & logo on donor board
   ii) Name & logo in scholarship marketing material
   iii) Other public acknowledgement
   iv) Participate & recognition in awards ceremony
   v) Criteria specific Award & Application Based

b) Forest (green) $1000-3499
   i) Name & Logo on donor board
   ii) Participate & recognition in awards ceremony
   iii) No Application but can pick discipline

c) Wheat (yellow) Under $1000
   i) Name on donor board
   ii) Invite to award ceremony & acknowledgement
   iii) Contribution to general scholarship fund

6.0 Grandfathered Awards:

Donors established as of June 2014 will be grandfathered under their current agreement.

7.0 Duration of Awards:

Awards will be allocated on an annual basis.

8.0 Awards Description:

a) The purpose of these awards is to help meet the priorities of the College.
  i) Merit Awards: Merit awards are based on academic achievement. These awards are not application based.
  ii) Needs-Based Awards: Needs-based awards are granted to students to help make post-secondary education more affordable. These awards are application based.
  iii) Criteria-Based Awards: Criteria awards are defined by specific measures   that are not solely academic based. These awards are application based.

9.0 Roles and Responsibilities:

a) Manager of Corporate Services is responsible for the overall management including government reporting of the student financial support program.
b) Marketing & Communications Coordinator is responsible for solicitation of donors and fundraising; promotion and publicity, management of the Scholarship Master List, the tracking and reporting of award recipients and donor relationship management.
c) Controller is responsible for the tracking of funds received and distributed, reconciliation of donor funds and the Controller is responsible for payment processing of awards.

* * *

POLICY 8.02

Subject: **Social Media**

Approval/Amendment Date(s): 2012

Associated Procedure/Documents: Procedure H 8.02 Social Media

Next Review Date:

Purpose/Philosophy:

This policy has been developed to clarify how best to enhance and protect personal and professional reputations whilst the College community participates in social media. Policy will help to ensure that the College is appropriately portrayed, promoted, and protected and assure that staff and students have guidelines to reference when creating, managing and/or contributing to social media.

1.0 Policy:

College users need to follow the same behavioural standards online as they would offline. The same laws, professional expectations, and guidelines for interacting with staff, students, parents, alumni, donors, media, and others apply. Staff and students may be held liable/be subject to discipline for what they post to social media sites

* * *

POLICY 8.03

Subject: **College Ceremonies Protocol**

Approval/Amendment Date(s): November 18, 1996

Associated Procedure/Documents: Procedure H 8.03   College Ceremonies Protocol

Next Review Date:

Purpose/Philosophy:

The College Ceremonies Protocol Policy will ensure appropriate staff, Board, and other representation at College official ceremonies. It suggests acceptable guidelines to achieve the event's purpose and provides assistance to planning committees.

1.0 Policy:

Official College functions shall follow the ceremonies protocol.

* * *

PROCEDURE H 8.01

Subject: **Student Financial Support Program**
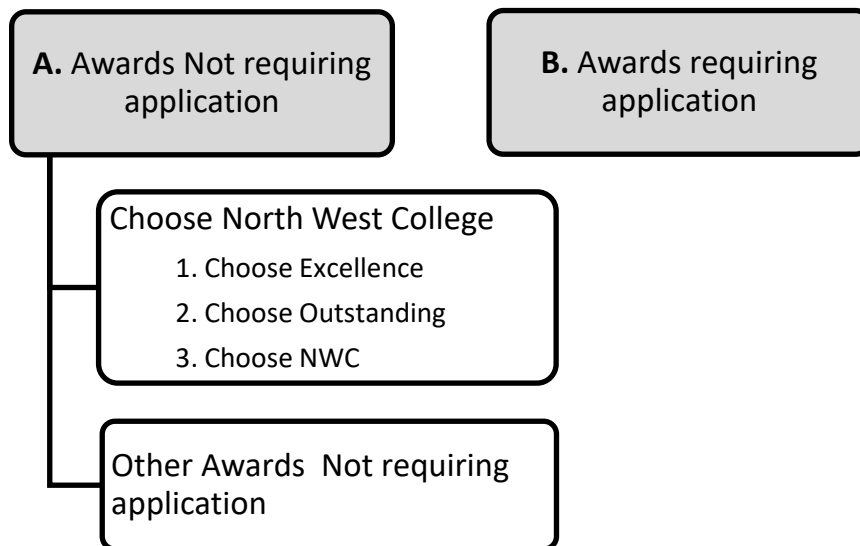
Approval/Amendment Date(s): August 27, 1999, February 2, 2010, June 17, 2014, March 1, 2016, July 11, 2018, November 5, 2019

Associated Procedure/Documents: Policy 8.01 Student Financial Support Program

Next Review Date:

H.8.01.01 Entrance Awards

a) Types

```
┌─────────────────────────┐     ┌─────────────────────────┐
│ A. Awards Not requiring  │     │ B. Awards requiring      │
│    application           │     │    application           │
└─────────────────────────┘     └─────────────────────────┘
      │
      │   ┌──────────────────────────────┐
      ├───│ Choose North West College    │
      │   │   1. Choose Excellence       │
      │   │   2. Choose Outstanding      │
      │   │   3. Choose NWC              │
      │   └──────────────────────────────┘
      │
      │   ┌──────────────────────────────┐
      └───│ Other Awards  Not requiring  │
          │ application                  │
          └──────────────────────────────┘
```

Each student is eligible to receive one merit and one application entrance scholarship in addition to a Choose NWC Scholarship.

A. Awards Not requiring application

Choose North West College Awards

Choose North West College Awards are presented to full-time students entering a

North West College institute credit or university program. Students entering an institute credit program must have **applied** by <u>August 1</u> to be eligible for Choose North West College Awards. Students entering a university program must be **registered** by <u>August 1</u> to be eligible for Choose North West College Awards.

The College reserves the right to make exceptions to the August 1st deadline if a program for the current academic year is announced late. Programs which are PTA eligible are not included in this scholarship program. In the event that financial resources require a restraint of this program, preference will be granted to students who have not previously received a North West College scholarship for the first time.

i) Choose Excellence Award (valued at minimum $1,000) - An award for candidates who demonstrate an academic average of 90% or higher. A corporate-sponsored Choose Excellence award will be awarded to a student with the highest academic average even if the average is below 90%.

ii) Choose Outstanding Award (valued at minimum $500) - An award for candidates who demonstrate an academic average between 80% and 89.99%.

iii) Choose NWC Award (valued at minimum $200) - An award for candidates whose academic averages are below 80%. Subject to availability of funds, students with highest academic averages within this category will be targeted. Students entering with a GED or under the 'Special Admission' category may be considered for Choose NWC Award.

<u>Other entrance Awards Not requiring application</u>

In addition to Choose North West College Awards, the College has established other entrance awards that do not require application. The eligibility criteria for these awards are set out in the College's agreement with each individual or corporate donor. The College will post an up-to-date list of these awards on its website.

These entrance awards are presented once a year at the fall scholarship ceremony. The College will consider all students that have applied to an eligible program by October 1st of the current academic year.

B. Awards requiring application

The College has provision for some entrance awards that require application based on additional criteria set out in the College's agreement with each individual or

corporate donor. The College will post an up-to-date list of these awards on its website. All eligible students, who have applied to programs that commenced after July 1 in the current academic year, can apply for these awards.

b) Minimum Eligibility Criteria

A candidate must be a full-time student (minimum 60% load) who is registered for their first time in a qualifying certificate, diploma or university program offered entirely through North West College. Each award description will list additional eligibility requirements, if any.

c) Application Due Date

Where application is required, the application for all entrance awards must be submitted by October 1 each year.

d) Conditions for University students

Whether application is required or not, all university students must submit a copy of their social insurance number to be considered for all College scholarships and their most recent transcript to be considered for the scholarships that require academic average calculations before each scholarship application due date.

e) Calculation of Academic Average

For the entrance awards that require academic average calculations, the highest mark at the prerequisite year's achievement level, at a minimum, for the following four categories will be used – English, Math, Canadian Studies, and Science. Grade 10 marks will be the lowest achievement level eligible in award average calculation.

f) Award Presentation

Entrance awards are generally presented once a year at the fall scholarship ceremony. Cheques will be held for any programs that have not started as of this date. Those cheques will be issued to students by March 30th. For award recipients in rural locations, the College may make alternate arrangements for award presentation. The College will announce the dates for the entrance awards presentation each year on its website. The College reserves the right to make any changes to the award presentation dates without prior notice.

H.8.01.02 Completion Awards

a) Types

A. Awards Not requiring application	B. Awards requiring application

A. Awards Not requiring application

The College has provision for some completion awards that do not require application based on eligibility criteria set out in the College's agreement with each individual or corporate donor. The College will post an up-to-date list of these awards on its website.

The College will consider students in all eligible programs that ended between July 1 and June 30 of that academic year.

B. Awards requiring application

The College has provision for some completion awards that require application based on eligibility criteria set out in the College's agreement with each individual or corporate donor. The College will post an up-to-date list of these awards on its website.

All eligible students, whose program ended between July 1 and June 30 of the academic year, can apply for these awards.

b) Minimum Eligibility Criteria

A candidate must have successfully completed a qualifying certificate, diploma, degree or basic education program (Level 3 or 4) offered entirely through North West College. Each award description will list additional eligibility requirements, if any.

c) Application Due Date

Where application is required, the application for the completion awards must be submitted by March 15.

d) Conditions for University Students

Whether application is required or not, all university students must submit a copy of their social insurance number to be considered for all College scholarships and their most recent transcript to be considered for the scholarships that require academic average calculations.

e) Award Presentation

The College will announce the dates for award presentation each year on its website. Completion awards will generally be presented once a year at the end of the current academic year (June). For award recipients in rural locations and/or basic education programs, or any program ending earlier in the academic year that are application based, the College may make alternate arrangements for award presentation. The College reserves the right to make any changes to the award presentation dates without prior notice.

Table: Summary of North West College Awards

Award Category	Award Sub-category	Program Start/End Date	Application Due Date	Award Presentation Date
Entrance	Choose	Starting between Jul 1 – Jun 30	Must apply to program by Aug. 1	Fall scholarship ceremony (Nov.)
	Other No application	Starting between Jul 1 – Jun 30	N/A	Fall scholarship ceremony (Nov.)
	Application	Starting between Jul 1 – Jun 30	Oct. 1	Fall scholarship ceremony (Nov.)
Completion	No application	Ending between Jul 1 – Jun 30	N/A	Business Appreciation Event (June)
	Application	Ending between Jul 1 – Jun 30	Mar. 15	Business Appreciation Event (June)

* * *

PROCEDURE H 8.02

Subject: **Social Media**

Approval/Amendment Date(s): August 27, 1999, February 2, 2010, June 17, 2014, March 1, 2016

Associated Policy/Documents: Policy 8.02 Social Media

Next Review Date:

Procedures:

H.8.02.01 Know and Follow the Rules:

Social media users need to understand and acknowledge acceptable appropriate use.

H.8.02.02 Be Polite, Considerate, and Respectful:

Responses should be considered carefully in light of how they would reflect on the poster and/or the College and its institutional voice. Don't be confrontational, use inappropriate language or make discriminatory remarks.

H.8.02.03 Think Before You Post:

Privacy does not exist in the world of social media. Users must consider what could happen if a post becomes widely known and how that may reflect on the poster and the College. Search engines can turn up posts years after they are created, and comments can be forwarded or copied. If you are unsure about posting something or responding to a comment, ask your supervisor and/or contact the Moderator. Further, always check spelling, grammar, and accuracy of content before posting.

H.8.02.04 Use Discretion:

Do not publish any information that has not been released for public consumption. If in doubt, consult with your supervisor and get advice. If asked to comment specifically, refer such queries to the Moderator.

H.8.02.05 Promote a Healthy and Safe Online Community:

Report any abuse of this policy or suspected cyber bullying to your supervisor. Students who are experiencing any abuse via these channels should report such abuse to their instructor or student services.

H.8.02.06 Respect Copyright and Fair Use:

When posting, be mindful of the copyright and intellectual property rights of others and of the College.

H.8.02..07 Represent Our College Well:

Those who are posting on the College's official social platforms should do so remembering that they are the online voice of the College and should represent the College accordingly.

H.8.02.08 Respect College Time and Property:

Social media does have professional uses including networking, professional development, and the opportunity for collaboration; however users should not abuse corporate access.

H.8.02.09 Considerations for Institutional Social Engagement

a) **Connect to the College:**
   All College social media sites need to coordinate with other NWC sites and their content. All institutional pages must have an appointed staff member who is identified as being responsible for content and liaising with the College moderator.

b) **Acknowledge Who You Are:**
   Those granted authority to represent NWC when posting on a social media platform need to acknowledge who they are when posting.

c) Have a Plan:
Anyone contributing to or managing a college site should consider the voice, messages, audiences, and goals, as well as a strategy for keeping information on social media sites up-to-date.

d) Link Back to the College:
Whenever possible, all social engagement needs to link back to the NWC website. Ideally, posts should be very brief; redirecting a visitor to content that already resides within the NWC main Facebook page or website. When linking to a news article about NWC, check first to see whether you can link to a release on the website instead of to a publication or other media outlet.

e) Protect the Institutional Voice:
Posts on social media sites should protect the College's institutional voice by remaining professional in tone and in good taste. Staff should not construe program or departmental sites as representing the College's institutional voice. As a result when naming pages or accounts, selecting a profile picture or icon, and selecting content to post—names, profile images, and posts staff need to ensure that all is clearly linked to the intended use that the "sub-site" was designed for but is also considerate of the College's institutional voice.

H.8.02.10   Considerations for Staff Participation on all Social Media Sites, Including Personal Sites

a) Protect Confidential and Proprietary Information:
Do not post confidential or proprietary information about NWC, students or staff. Adhere to College privacy and confidentiality policies. Staff members who share confidential information or publicly disparage the College, other staff or students do so at the risk of disciplinary action.

b) Respect Copyright and Fair Use:
When posting, be mindful of the copyright and intellectual property rights of others and of the College.

c) Don't Use NWC for Endorsement:
Do not use NWC's name to promote a product, cause, or political party or candidate.

* * *

PROCEDURE H 8.03

Subject: **College Ceremonies Protocol**

Approval/Amendment Date(s): November 18, 1996

Associated Policy/Documents: Policy 8.03 College Ceremonies Protocol

Next Review Date:

H.8.03.01 Definition of Official College Functions:

a) Events wholly or partly paid for out of College funds.
b) Functions having College Board members, the President, or special guests from outside the College in attendance.
c) Events that have invitations, certificates, or awards issued under the name of North West College.
d) Events for recognition of achievement by volunteers, students, Board, or staff, and for functions designed to increase community awareness of College activities.

H.8.03.02 Committee:

A planning committee will be established to organize the event.

H.8.03.03 Invitations:

a) Board members and senior management will be invited to all official functions.
b) College staff directly involved in the program will be invited.
c) Guests receiving recognition at the function will receive formal invitations.
d) The planning committee can invite guests as appropriate from College staff, College committees, sponsoring agencies, government officials, community agencies, and media.
e) The planning committee will distribute all invitations, with the exception of those addressed to Board members, which will be given to the Executive Secretary for distribution. Invitations will be provided under cover of special event or approved invitation covers.
f) The planning committee is responsible for production of the invitation inserts and program agendas.

H.8.03.04

Format of the program shall be submitted to the President for approval at least three weeks prior to the event. Attachment A is an outline to be used as a guide for program ceremony format.

H.8.03.05

Dates of official events during the College year should be established at least two months in advance and must be submitted to Senior Management Committee for approval.

H.8.03.06

The planning committee must forward the list of invitees, speakers, and guests receiving recognition to the Executive Secretary for approval and information prior to invitations being sent.

H.8.03.07

Questions regarding protocol should be directed to the Executive Secretary.

H.8.03.08 Attachment(s)

   a) Attachment A: Program Format

* * *