

BRANDON UNIVERSITY FACULTY ASSOCIATION

Communications and Member Distribution Policy

1. Purpose

The Brandon University Faculty Association (BUFA) communicates with its members to support the work of the Association, represent the interests of its members, facilitate member participation, and provide information relevant to members' employment and professional interests.

BUFA regularly receives requests from members, Brandon University units, other unions and associations, community organizations, and other external parties asking BUFA to distribute information to its membership. This policy establishes consistent principles for determining what information may be distributed through BUFA communication channels.

2. General Principles

BUFA communication channels, including membership email lists, are Association resources and are primarily intended for BUFA business.

BUFA will seek to ensure that communications to members are relevant, useful, respectful, and sufficiently limited in frequency so that important Association communications remain effective.

Distribution of information by BUFA does not necessarily constitute endorsement of the content, organization, event, or position being communicated unless the communication expressly states that it represents a position of BUFA.

BUFA will not provide its membership email lists or other member contact information to external individuals or organizations for the purpose of distributing information directly to members.

3. BUFA Communications

BUFA may communicate directly with members regarding matters including:

- collective bargaining and collective agreement administration;
- grievances, workplace rights, and terms and conditions of employment;
- Association meetings, elections, votes, consultations, and governance;
- Association committees, activities, events, and services;
- matters affecting the working conditions or professional interests of BUFA members;
- activities and information from organizations with which BUFA is formally affiliated, including labour and faculty-association organizations;
- significant developments at Brandon University affecting BUFA members; and
- other matters determined by the Executive to be relevant to the purposes and responsibilities of the Association.

Communications representing an official position of BUFA must be consistent with positions adopted by the membership, Executive, or other body authorized to speak on behalf of the Association.

4. Requests to Distribute Information

In deciding whether to distribute such material, consideration will be given to whether:

- the information is relevant to a substantial portion of the BUFA membership;
- the matter relates to labour relations, post-secondary education, academic freedom, working conditions, professional matters, or other issues reasonably connected to BUFA's purposes;
- the communication supports an activity or organization with which BUFA has an established relationship or common interest;
- the information is timely and would not reasonably reach members through another appropriate communication channel;
- distribution would be consistent with BUFA policies, positions, and legal obligations; and
- the frequency and volume of such requests would interfere with BUFA's ability to communicate effectively with its membership.

There is no entitlement to distribution through BUFA communication channels. BUFA may decline a request even where it falls within one or more of the categories above and is not required to provide a rationale for its decision to the requesting party.

5. Information BUFA Will Normally Not Distribute

BUFA will normally not distribute:

- commercial advertising, promotions, or solicitations;
- personal advertisements or requests unrelated to Association business;
- routine University announcements that can reasonably be distributed through existing University communication channels;
- announcements concerning activities primarily related to ordinary teaching, research, administrative, or departmental business unless there is a broader Association interest;
- partisan political campaign material or requests to support individual candidates or political parties;
- material that is discriminatory, harassing, defamatory, or otherwise inconsistent with BUFA policies or legal obligations;
- repeated requests or reminders where the information has already been reasonably communicated to members; or
- information that, in the judgment of BUFA, has insufficient relevance to the membership to justify Association-wide distribution.

6. Solidarity and Community Communications

BUFA recognizes the importance of solidarity with other unions, faculty associations, and organizations whose activities affect post-secondary education, labour rights, academic freedom, equity, or matters of significant concern to BUFA members.

Information from such organizations may be distributed when it has a reasonable connection to BUFA's mandate or the interests of its members.

Where a communication asks members to support a campaign, petition, public position, fundraising initiative, boycott, demonstration, or similar activity, distribution does not constitute BUFA endorsement unless the Executive or membership has expressly authorized that endorsement.

7. Approval and Distribution

Routine Association communications may be distributed by the President, other authorized officers, or BUFA staff within their respective responsibilities.

Requests from individual members, University units, or external organizations for Association-wide distribution will normally be reviewed by the President or designate.

The President may approve requests that clearly fall within this policy. Requests that are controversial, politically sensitive, involve an organizational endorsement, or where their consistency with this policy is uncertain should be referred to the Executive.

The Executive may authorize communications or distributions notwithstanding the normal criteria in this policy where it determines that doing so is in the interests of the Association or its membership.

8. Editing and Format

BUFA may edit submitted material for length, clarity, formatting, accessibility, or accuracy before distribution.

Where appropriate, rather than forwarding a request in its entirety, BUFA may include the information in a newsletter, digest, website posting, social-media post, or other communication.

BUFA may also require that a communication clearly identify its originating individual or organization and may include a statement indicating that distribution does not constitute endorsement by BUFA.

9. Member Privacy

BUFA membership lists and member contact information are confidential Association resources.

BUFA will not sell, provide, or otherwise disclose membership contact information to external organizations or individuals except where authorized by law, the Collective Agreement, BUFA policy, or the member concerned.

Where BUFA distributes information on behalf of another organization or individual, the information will normally be distributed by BUFA rather than providing the requesting party with access to BUFA's membership list.

10. Priority of Association Communications

Official BUFA communications concerning bargaining, votes, meetings, grievances, workplace rights, or other time-sensitive Association business take priority over third-party distribution requests.

BUFA may delay, consolidate, or decline other communications when necessary to avoid excessive email traffic or ensure that important Association communications receive appropriate attention.

11. Interpretation

Questions concerning the interpretation or application of this policy will be determined by the Executive.

Nothing in this policy requires BUFA to distribute any particular communication, and decisions concerning distribution will be made in accordance with the purposes and interests of the Association.

12. Review

This policy will be reviewed periodically by the Executive and may be amended in accordance with BUFA's established governance procedures.

Approved by:	[Executive/Council/Membership]
Date approved: October 5, 2026	[Date]
Last reviewed:	[Date]