

## Section 9: External Linkages Policies

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Policy Section: <b>Operational – External Linkages</b>	Policy Number: <b>EL-1</b>
Policy: <b>Linkage with Key Stakeholders</b>	Date Approved: <b>June 13, 2003</b>
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The Awna must act in the best interest of its members. To do this, the Awna builds linkages with key stakeholders to ensure that:

- The Awna seeks the opinions, concerns, and needs of the membership and other key stakeholders that may be impacted
- An avenue is provided to voice members' and key stakeholders concerns

### **Parameters**

1. The Board President and the Executive Director, or their designates, are the only individuals who may speak officially to the public as representatives of the Awna.
2. The Awna spokesperson must represent Board policies and directions in a positive manner to the members and to the public.
3. The Executive Director ensures that there is a written communication plan for the Awna, with mechanisms for identifying and addressing key stakeholder concerns. This communication plan includes processes for gathering statistical evidence of key stakeholder opinions, concerns, needs, and demands.
4. To build an understanding of the opinions, concerns, needs, and demands of the membership and/or other key stakeholders, the Board and/or the Executive Director, or their designates, strive to:
  - a. Meet key stakeholder groups
  - b. Include input from key stakeholders in the planning processes
  - c. Communicate with other organizations with similar interests, public officials, and individual citizens
  - d. Review articles in the media
5. The Awna may join other organizations to further its mission and the interests of the members.

#### **A) CCNA Membership**

The Awna shall maintain a membership in the CCNA.

Policy Section: <b>Operational – External Linkages</b>	Policy Number: <b>EL-2</b>
Policy: <b>Public Image and Media Relations</b>	Date Approved: <b>June 13, 2003</b>
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High credibility is necessary for the AWWA to accomplish its mission. The AWWA strives to maintain a positive public image. Employees of the AWWA must work together to enhance and protect the image of the AWWA.

### **Parameters**

1. The Executive Director ensures that the AWWA has an effective corporate communications and public relations strategy to address membership and industry concerns.
2. Only the President and the Executive Director, or their designates, may make presentations to the media, or the public, regarding Board policies and/or positions.
3. Any spokesperson for the AWWA must represent the AWWA, including Board policies and directions, in a positive manner to the media, the public, and staff.
4. Any presentations to the media must accurately portray the AWWA's policies and positions.
5. The President, the Executive Director, or their designates, approve all press releases prior to release.

Policy Section: <b>Operational – External Linkages</b>	Policy Number: <b>EL-3</b>
Policy: <b>Partnerships</b>	Date Approved: <b>June 13, 2003</b>
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The AWWNA may enter into partnerships that help to optimize and coordinate resources in order to:

- Work more effectively towards its vision, mission, and goals
- Meet the needs of its members

### **Parameters**

1. The Executive Director is proactive in developing appropriate partnerships for the AWWNA that enhance service delivery, use of resources, shared decision-making, and evaluation.
2. The AWWNA does not enter into a partnership with any organization whose principles, services, and/or products are incompatible with the AWWNA's vision, mission, values, or goals.
3. The Executive Director obtains input from AWWNA partners when necessary.

**Partnerships** – See appendices

### **Rural Physician Action Plan Alberta's Promise**

Policy Section: <b>Operational – External Linkages</b>	Policy Number: <b>EL-4</b>
Policy: <b>Position Statements</b>	Date Approved:
	Last Date Reviewed: <b>Nov 2007</b>
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Relevant position statements are effective mechanisms for furthering the vision, mission, and goals of the AWWA. Position statements may be developed on issues of interest to the AWWA, and that the AWWA will take actions as required in order to further its viewpoints.

### **Parameters**

1. All position statements developed by the Board and/or the Executive Director must:
  - a) Support the vision, mission, and goals of the AWWA
  - b) Be assessed for the value and potential impact on the AWWA
  - c) Be timely
  - d) Be endorsed by the Board and/or the membership
2. Position statements considered by the Board to be no longer relevant will be archived. The Executive Director files and retains each position according to policy # *OF-4: Asset Protection*.

Policy Section: <b>Operational – External Linkages</b>	Policy Number: <b>EL-5</b>
Policy: <b>Government Relations</b>	Date Approved: <b>June 13, 2003</b>
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Effective government relationships assist the AWWA in achieving its vision, mission and goals, and enhancing its profile by:

- Providing information to the government about issues relevant to the AWWA
- Responding to requests from the government about issues relevant to the AWWA
- Seeking recognition of the AWWA as a key stakeholder in specific issues of concern

### **Parameters**

1. The Government Relations Committee has the primary responsibility of government relations for the AWWA. Refer to #BP-8: *Terms of Reference* for the detailed roles and responsibilities of the Government Relations Committee.

Policy Section: <b>Operational – External Linkages</b>	Policy Number: <b>EL-6</b>
Policy: <b>Corporate Logo</b>	Date Approved: <b>June 13, 2003</b>
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The consistent use of the AWWA logo promotes awareness of the organization. The logo also provides a unique visual image that builds recognition and encourages a positive public image.

#### **Parameters**

1. The Executive Director ensures that the corporate logo is used, according to *AWWA Logo Style Usage Guide*, on all AWWA correspondence, forms, and public relation and promotional materials.
2. The Executive Director must approve all requests for the use of the logo for external publications or endorsements.