

ACAPT Communications Policy

Purpose:

ACAPT seeks to streamline communications to reinforce ACAPT's mission, vision and strategic priorities for consistent and accurate communications across all audiences.

ACAPT consortia, task forces, committees or other board-appointed individuals/groups should request board approval on any communications that will represent ACAPT's official positions, identity, mission, vision or priorities.

ACAPT does not seek to restrict board-appointed individuals or groups in their routine activities. Common sense – along with ACAPT communications strategy and style guidelines – will help provide structure and consistency across the organization.

Policy:

ACAPT board-appointed individuals or groups (including consortia members/leaders, task forces and committees) do not have the authority to speak or act on behalf of the ACAPT board of directors or to bind the association, except to the extent specifically authorized by the bylaws or by the board.

All oral and written communications that have the potential to link or bind ACAPT with external groups or organizations shall be made only by the ACAPT president or executive director upon approval from the executive committee or board of directors. ACAPT commits to timely responses to approval inquiries.

External communications, including an individual's social media accounts, that influence how ACAPT may be perceived, suggest endorsement by ACAPT, establish a business partnership between ACAPT and another entity, or represent ACAPT's identity, mission, vision, or purpose, requires advanced approval before dissemination. Examples may include:

- Communications to other organizations on behalf of ACAPT
- Logos or images
- Position statements
- Surveys

To help amplify and promote the work of ACAPT board-appointed groups to the broader ACAPT membership and other relevant audiences, we ask all ACAPT groups to keep ACAPT staff and your ACAPT board liaison apprised of major projects and initiatives by:

- Participating in monthly check-in calls with ACAPT staff.
- Adding your ACAPT board liaison and ACAPT's executive director and marketing specialist to your group's email lists and social media.
- Sharing meeting minutes with ACAPT staff and board liaison.
- Sharing any strategy plans to ensure they tie-back to ACAPT's overall strategic plans and have board approval.
- Inviting your ACAPT board liaison to your meetings, so he/she can attend as available.
- Using Basecamp to share documents, etc. Please use Basecamp to optimize communication among the board of directors, consortia, committees and task forces.

All communications should include ACAPT's logo and for final reports and other documents, please use ACAPT's templated Word docs with dates included. Other logos or symbols that represent ACAPT or its leadership groups must be approved by the board of directors before use. ACAPT member institutions should also use the member institution ACAPT logo (with a link back to acapt.org) on their PT program institution's public website and intranet, as appropriate. Only ACAPT member institution in good standing

can use and post the ACAPT member institution logo. Member institutions must only use the ACAPT member logo to represent the institution's ACAPT membership. ACAPT is not responsible for any material posted by any third party.

ACAPT will also share its overall communications strategy, standard messaging/positioning and style guide with board-appointed groups to help maintain consistency across all ACAPT communications.

Process:

When developing an external communication as noted above, please review ACAPT's communications and style guidelines, then send a draft communication to the ACAPT board liaison and executive director outlining:

- Purpose for the communication.
- Proposed timeline and process for dissemination.
- Intended audience details.
- How it ties back to ACAPT's mission and strategic plan.
- Any associated costs or budget implications.
- Other details, as needed.

The ACAPT board liaison and executive director shall have the discretion on whether or not the request should be elevated to ACAPT's executive committee or board of directors for approval.

All communications should take the following into consideration before publishing:

- Who is the specific target audience?
- How does it affect excellence in PT programs as a whole?
- How is it unique? Has someone else already taken action?
- Does it promote quality PT education standards?
- Does it present a benefit, threat or opportunity?
- Are your content details appropriate for your audience and objectives?

Communications intended for ACAPT members should be provided to the board liaison and executive director no less than three (3) weeks prior to the desired dissemination or publication. ACAPT staff maintains a master calendar for overall communications and will work with board-appointed groups to include appropriate communications through available channels on the schedule.

ACAPT's communications channels include the following:

- ACAPT website at acapt.org is the primary way to stay informed.
- ACAPT e-newsletter, published twice per month, and available to anyone who has subscribed to enews. Enews is also a primary channel to stay informed.
- ACAPT email to representatives of member institutions.
- ACAPT LinkedIn, Facebook and/or Twitter account.
- ACAPT's membership database and associated online forums.
- ACAPT webinars and Educational Leadership Conference (ELC).
- ACAPT annual report (coming in late 2020).