

MEMORANDUM

TO: Committee on Student and Campus Community (CSCC)

FROM: Steering Committee

RE: Social Media Policy

DATE: February 7, 2018

Background:

TCNJ does not currently have a Social Media Policy. In Spring, 2017, the Office of Advancement drafted a proposed policy. Steering determined that this required review through governance. The proposed draft developed by the Office of Advancement is attached.

Charge:

Steering asks CSCC to consider the draft developed by the Office of Advancement and to use this as appropriate to develop a Social Media Policy for college social media accounts. At Step 2, CSCC should consider what social media accounts should be impacted by the policy and what constraints should be in place for social media accounts purporting to represent the College. In addition CSCC should gather preliminary testimony from the Office of Advancement, including Marketing and Communications; the Office of the General Counsel; the Deans' Council; the Office of Admissions; TCNJ Athletics; Student Affairs; and Academic Leaders.

After preparing its preliminary recommendation, CSCC should gather input from the Faculty and Staff Senates and Student Government following Tier II guidelines.

Testimony Tier: Tier II

Timeline:

CSCC should complete its work on this policy by the end of the Spring 2018 semester.

TCNJ Governance Processes

Step 1 – Steering issues a charge

Step 2 - Governance prepares a Preliminary Recommendation

Once the appropriate standing committee or council has received the charge, it should start by collecting data needed to make a preliminary recommendation. It should receive input from affected individuals and all relevant stakeholder groups prior to making a preliminary recommendation. For issues that have broad implications or that affect a large number of individuals, initial testimony should be solicited from the campus community at large. For some issues, sufficient initial testimony may come from input through committee membership or solicitation from targeted constituent groups.

When, in the best judgment of the committee, adequate clarity of the principles contributing to the problem are known, a preliminary recommendation should be drafted and disseminated to the campus community.

Step 3 – The Relevant Stakeholders provide Testimony

Once a preliminary recommendation has been completed, the standing committee or council should seek testimony from the campus community. The testimony should be gathered in accordance with the Testimony Tier (see page 24) assigned to the issue by Steering.

For issues that require public testimony from the campus community, the chair of the standing committee or council should approach the president of the appropriate representative bodies to schedule the next available time slot at a meeting of that body.

Testimony should be gathered in a way that allows stakeholders to weigh in fully on the issue. Members of the standing committee or council that wrote the preliminary recommendation should be present to hear and record the testimony.

Step 4 – Governance prepares a Final Recommendation

Once the standing committee or council has received appropriate testimony, it should revise the preliminary recommendation into a final recommendation. Once the final recommendation is complete, the standing committee or council should use sound judgment to determine whether or not more public testimony is required. If, in its feedback to the original preliminary recommendation, a stakeholder representative body requests to review an issue again, the committee or council is bound to bring it back to that body. If a full calendar year has passed since the formal announcement of the preliminary recommendation, the committee must resubmit a preliminary recommendation to the campus community.

When the committee or council has completed the final recommendation, it should forward it to the Steering Committee. The final recommendation should be accompanied by a cover memo that summarizes the initial charge, how testimony was gathered and the nature of that testimony, and how the committee responded to that testimony, including a description of how the preliminary recommendation evolved as a result of testimony.

Step 5 – Steering considers the Final Recommendation

Step 6 – The Provost and/or President and Board consider the Final Recommendation

Step 7 – Steering notifies the Campus Community

Testimony Tier II -- The issue requires moderate testimony from the campus community. The assigned council or committee should consult with relevant individuals and groups in developing a preliminary recommendation. The completed preliminary recommendation should then be made available to the relevant stakeholder groups, and testimony should be solicited in the form of written feedback (through a survey and or e-mail).

For a complete description of all steps and of the other testimony tiers, see Governance Structures and Processes, 2017 Revision, pages 21 – 24.