

## CSLA Communications Policy and Guidelines

Approved by the CSLA Board on March 23<sup>rd</sup>, 2015.

### Introduction

Communications are the CSLA's central and leading role in the profession. As the voice of landscape architects in Canada, the CSLA has developed a series of systems and standards to ensure that communications are delivered to the various audiences in a clear and consistent fashion.

As such, the purpose of the CSLA Communications Policy and guidelines is to guide the CSLA staff, board and volunteers in communicating to the CSLA's various audiences, made up of members, allied professions, the public, media and government. The policy is especially relevant to the Advocacy Task Force, whose activities are largely based on communications projects, and to the CSLA's Strategic Plan, which identifies maintaining internal and external communications as a priority for the society.

The CSLA strives to develop a communications presence that:

- promotes the mission and the programs of the CSLA (Congress, College of Fellows, Awards, etc.)
- promotes member achievements
- provides information and tools to our members
- supports communication between component associations
- supports the activities of the Advocacy Task Force
- promotes the association's services and products
- presents an accessible and useful face to the public
- is, at all times, available in both official languages
- protects members' privacy, maintains clear boundaries and ensures that bullying and harassment does not occur.

This policy is intended to support those goals.

### The Role of the CSLA Board

The CSLA Board is responsible for approving all CSLA Communications. That responsibility is delegated to the Executive Director in certain areas, for example:

- in determining content for the website
- drafting the bulletin
- assembling the Congress Program
- writing the Annual Report

However, the Board has the ultimate authority on the overall content and visual identity for the CSLA.

As such, the Board approves:

- Enhanced or modified logos and visual identities
- Governance documents, such as the Strategic Plan
- Statements or positions, such as position papers, letters of support, statements on issues

Finally, the Board has a responsibility to be proactive, and to identify areas of potential communications for the society.

## CSLA's Target Audiences

This communications plan defines the target audiences with whom the CSLA needs to communicate on an on-going basis. Each of these target audiences has interests that must be attracted by Society communications, so that the CSLA can gain their support for measures that favour its mandate and strategic priorities:

- **Landscape architects who are members of the CSLA** must view the Society as being an essential national source of products and services that improve their quality of their work and make it easier for them to plan, execute (and in the case of private practitioners, obtain) work.
- **CSLA Component Associations** need to view the CSLA's role as the profession's national and international interlocutor as providing vital tools and opportunities that would otherwise not be available to help them fulfill their goals and objectives.
- **Potential members of CSLA Components** must be impressed with the ability of the CSLA to provide them with products and services that would contribute to improving the quality of their work and increasing their professional development opportunities.
- **Students and educators of Landscape Architecture** need to think of the CSLA not only as a means to develop professional tools and networks for gainful summer and graduation employment, but as well as a team that shares their love of landscape architecture and that is willing to support it as a field of academic endeavour.
- **Other national associations representing professions** such as architects, planners, commercial and residential construction firms, landscapers, furniture makers and real estate agents should recognize the CSLA as landscape architecture's "national voice" that will provide them with information as well as partnership support for particular initiatives directed at the Government of Canada that they cannot obtain from those who claim to provide landscape architectural services but who are not members of the profession.
- **Departments and agencies of the Government of Canada and by extension their provincial, territorial and municipal counterparts** must be convinced that public spending on the services of landscape architects provides them with the "bang for the buck" that makes the inclusion of landscape architecture in infrastructure and other public projects a sound economic investment.
- **Members of Parliament, Senators and their staffs** must be convinced that the CSLA and the profession of landscape architecture benefits not only Canada's environmental, health and ascetic well-being, but as well will advance the country's socio-economic interests.
- **The Canadian public** must be convinced that in promoting the good of the profession the CSLA also acts in the public good and that the Society encourages landscape architects to be accountable for the public projects that the public finances as tax payers and citizens.

## The Use of Official Languages

The CSLA must issue all corporate communications documents in both official languages. Corporate communications documents include:

- Annual Report

- Congress Program
- Website content
- Strategic Plan
- By-laws
- Bulletin
- Notices to Members
- Project or program launches, such as WLAM, awards, etc.

The Executive Director must respond to inquiries (whether e-mail, voice or mail) in the language in which they were originally asked.

## CSLA's Visual Identity Guidelines

The Visual Identity Guidelines identified in **Appendix 1** will apply to all **public** CSLA documents issued as of the date of approval of this policy. Working documents need not adhere to these guidelines.

## Communications Response Flow-Chart

The following identify areas of responsibility in various communications situations. In addition, turnaround times and response guidelines are identified.

### **General Inquiries**

The Executive Director is responsible for responding to all general inquiries received by any means within 1-3 days of receipt. If the Executive Director requires more time to respond, the sender must be advised that the matter is under consideration and further communication will be forthcoming.

### **Media Inquiries**

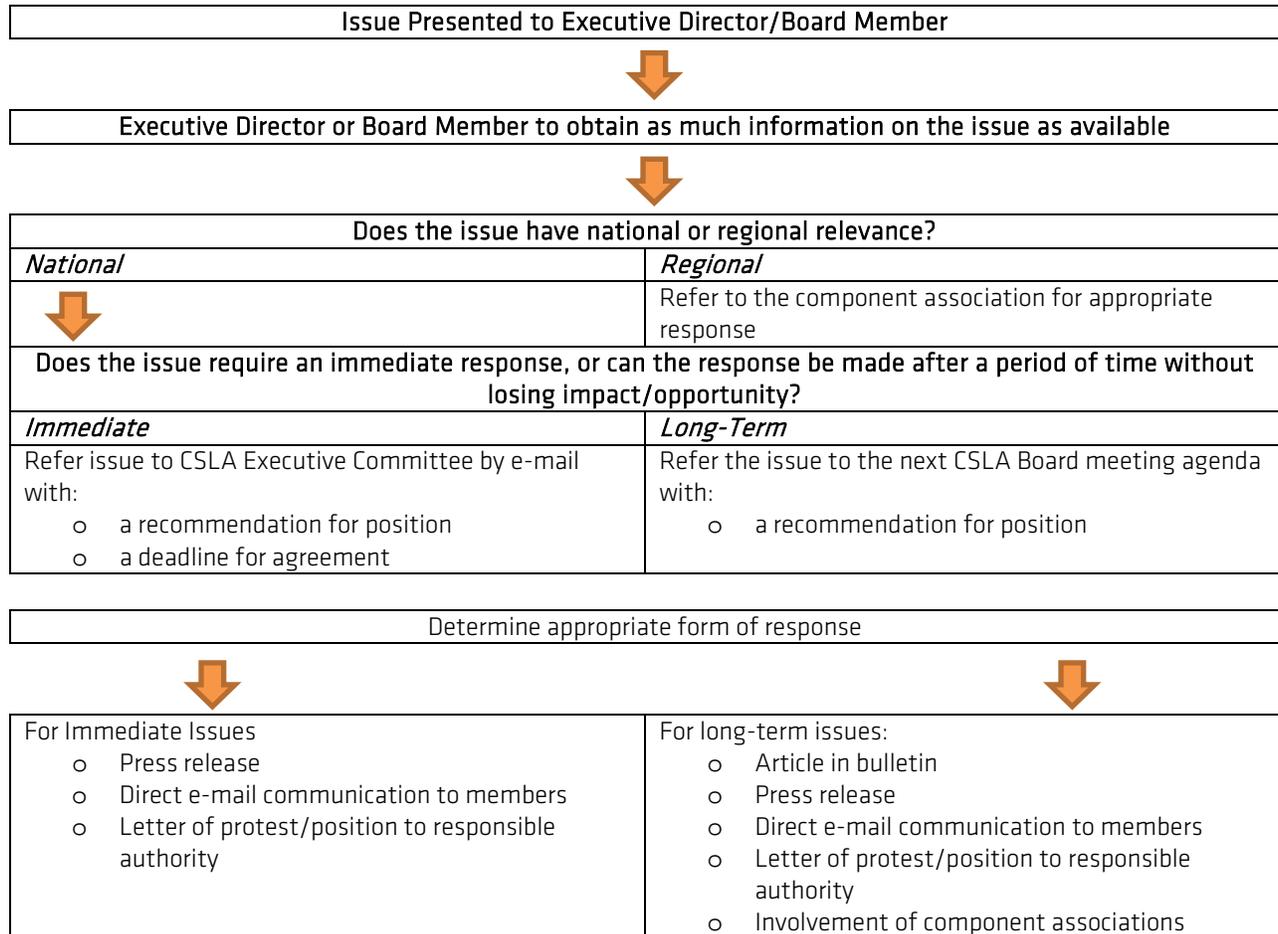
Official media requests must be submitted through the Executive Director. The Executive Director is responsible for responding to media inquiries received by any means within 1 day.

### **Letters Attesting to Membership**

Requests for letters attesting to membership must be submitted to the Executive Director. The Executive Director must produce said letter within 5 business days.

## Issues or Policy Questions

The following flow-chart should be consulted to determine the appropriate response for CSLA Communications requests/response to policy issues:



## Vacation Responder

When the CSLA Executive Director is away for more than two consecutive business days, or if the CSLA office is closed for more than two consecutive business days, the Executive Director must ensure that:

- an e-mail vacation responder is activated, with emergencies in financial matters directed to the CSLA bookkeeper and technical website issues directed to the CSLA programmers
- the general CSLA telephone greeting is updated to reflect the closure.

## CSLA's Communications Tools

The CSLA's approved communications tools shall include the following:

- Website ([www.csla-aapc.ca](http://www.csla-aapc.ca) or [www.aapc-csla.ca](http://www.aapc-csla.ca))
- Landscapes|Paysages magazine
- Bulletins

- Direct e-mail
- Press releases
- Letters of support
- Statements
- Position Papers
- Social media, which include Facebook, Land8Lounge and Twitter

## Website

The website shall be the main repository of information for the society and shall provide the highest level of detail. It must focus on core information that is not time sensitive, and not subject to short term change. This shall include such information as bylaws, general information on our society, a repository of digital publications, and such specialized offerings as the CSLA Landscape Atlas and Speakers Bureau. The main intent of the website is to offer information to users. The website shall also be a location where users will be encouraged to access other CSLA communication tools. This may include the use of 'widgets' to display the most facebook, bulletin or twitter feeds as appropriate. No offensive content or photos will be published. If the CSLA intends to publish a photo of a child, permission must be obtained from his or her parents.

**Responsibility:** The responsibility for the website's content and accuracy rests with the Executive Director.

## Landscapes|Paysages Magazine

Landscapes|Paysages shall be the official magazine and primary form of print communication for the CSLA. It is intended to be a Canadian periodical publication on landscape architectural practice and theory and provide Canadian landscape architects and other readers with a forum for information and dialogue about practice and research relevant to the profession. As such, the objectives of the magazine are:

- **Information:** To provide information on and relevant to the practice of landscape architecture in Canada.
- **Education:** To provide educational material on trends, techniques, research, landscape architecture practice, and other related topics.
- **External identity:** To provide a promotion and outreach tool to inform the public, other professionals, professional organizations, and governments about landscape architecture, landscape architects and the CSLA.

Refer to Appendix 2 for the full Landscapes|Paysages policy.

## Bulletin

The CSLA shall publish a Bulletin for distribution to members and interested parties, according to the following:

- the Bulletin is an electronic document only- it is e-mailed to members and posted to the CSLA website
- the Bulletin is to be sent out on a regular basis, a minimum of 6 times per year
- issues are retained on the website
- editorial content is solicited from all CSLA members, Board of Directors or component associations and will be included as determined by the Executive Director.

The CSLA Bulletin will focus on information that is topical/current. The bulletin would form a chronological record of upcoming events, news of interest, and other information relevant to the membership. Bulletin postings area ideally topic-specific, but if labeled well may contain different subject content.

**Responsibility:** The responsibility for the bulletin rests with the Executive Director.

### **Direct e-mail**

Direct e-mailing CSLA members is be reserved for critical CSLA business or timely issues which fall outside the bulletin schedules, such as call for nominations, by-law matters, or advocacy matters which require urgent responses from the membership. Direct e-mail must refer to the CSLA website for complete information.

**Responsibility:** The responsibility for direct e-mail rests with the Executive Director.

### **Press Releases**

The CSLA shall issue press releases for newsworthy items, such as award winners, national advocacy initiatives, or important news about the society. Press releases must be circulated to all CSLA members, to a national media list and posted on the CSLA website. [Refer to the CSLA's Media Toolkit for guidelines on press releases.](#)

**Responsibility:** The responsibility for press releases rests with the Executive Director. However, the final approval of a press release is the responsibility of the CSLA President or, in their absence, another member of the Executive Committee.

### **Letters of support, statements and position papers**

The CSLA shall, when appropriate, issue letters of support, statements and position papers.

**Responsibility:** The approval of these is the responsibility of the Board, who may delegate the approval to the Executive Committee.

### **Social Media**

The CSLA's shall maintain a presence in various social media outlets, at minimum Facebook and Twitter. The CSLA shall aim to post content on social media outlets at least once per week.

**Responsibility:** The responsibility for social media rests with a volunteer who is appointed by the Board of the CSLA.

Refer to Appendix 3 for the CSLA's Social Media Guidelines



## Appendix 1 - CSLA's Visual Identity Guidelines

### CSLA Logo

The CSLA is the main brand for all CSLA-related communications, activities and projects. The CSLA logo must be positioned and sized in the position of the main brand on all communications products.

The correct logo image files, either in horizontal or vertical position, must be used, as below, in **Pantone 145 C**. The logo must not be stretched or distorted or condensed in any way.



### Alternate Logo and Trademark

When appropriate, the alternate CSLA logo and trademark may also be employed.



### Sub-Brands

Finally, the following logos should be used for the following sub-brands: a) LAAC, b) Congress, c) College of Fellows



b)  **CSLA Congress**  

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**AAPC Congrès**

c)  **CSLA College of Fellows**  

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**AAPC Ordre des associés**

#### CSLA Typeface

Normal (Klavika Basic Light, 11 point)

\_Underscore for lists, or

- o a clear bullet

header 1 (Klavika Basic Light, 18 point, orange)

header 2 (Klavika Basic Light, 16 point, blue)

header 3 (Klavika Basic Light, 12 point, bold, black)

header 4 (Klavika Basic Light, 11 point, bold, grey)

## Appendix 2 – Landscapes|Paysages Policy and Guidelines

Landscapes|Paysages shall be the official magazine and primary form of print communication for the CSLA. It is intended to be a Canadian periodical publication on landscape architectural practice and theory and provide Canadian landscape architects and other readers with a forum for information and dialogue about practice and research relevant to the profession. As such, the objectives of the magazine are:

- **Information:** To provide information on and relevant to the practice of landscape architecture in Canada.
- **Education:** To provide educational material on trends, techniques, research, landscape architecture practice, and other related topics.
- **External identity:** To provide a promotion and outreach tool to inform the public, other professionals, professional organizations, and governments about landscape architecture, landscape architects and the CSLA.

To achieve the purposes of the magazine, the following goals have been established.

- Provide information about contemporary landscape architectural practice, about advances in landscape architectural theory, and about current landscape architectural research for landscape architects and the general readership.
- Provide information on landscape architectural matters that are particularly Canadian, including national, provincial, regional, and local concerns of national interest.
- Provide information about recent events of interest regarding landscape architecture.
- Provide a vehicle for publication of research and commentary relating to the landscape architectural profession.
- Produce a cost-effective publication of the highest quality substantive content, written expression, and visual appearance, reflecting the aspirations of the CSLA.

### Format of Landscapes/Paysages

Landscapes/Paysages shall be produced and distributed as a national periodical that combines aspects of a professional magazine and an academic journal in accordance with the following objectives:

- There shall be a minimum of two issues per year. Each issue shall have a target of thirty-six (36) pages minimum inclusive of advertising.
- The annual content targets, exclusive of advertising, shall be:
  - 60 percent articles on contemporary landscape architecture practice and issues of interest to the profession and wider readership.
  - 20 percent articles of current relevance to the landscape architecture profession.
  - 20 percent information and commentary on current events, such as CSLA activities, book reviews, editorials, and conference listings.
- Advertising shall be accepted as a source of revenue and information about products and services offered by the landscape architectural profession and available to the profession.
- Issues of the publication may focus on particular themes, including regional content.
- The Editorial Board shall establish criteria for submissions, including content and formatting requirements for text and images.

## The L|P Editorial Board

An editorial board for L|P must be in place for every issue. The editorial board is intended to broadly represent the Board of Directors, the landscape architecture academic community, and the Component Organizations.

- The role of the Editorial Board shall be to provide overall editorial direction for the national periodical, including:
- ensuring that content targets are achieved and that all regions of Canada are represented in content;
- providing direction as to themes, features and special issues, and publishing this plan to the membership;
- encouraging the membership and others interested in Canadian landscape architecture to contribute material, and soliciting material around the identified focus for any issue;
- participating in review of articles submitted to the periodical;
- recruiting suitable academic and/or practicing referees to review refereed articles, and establishing and using a confidential refereeing process;
- appointing a Guest Editor for each issue from the membership of the Editorial Board; and
- providing advice to the Board of the CSLA regarding this policy.

Members of the Editorial Board shall be appointed for two year, overlapping terms, subject to renewal.

The Editorial Board shall elect one of its members as Chair.

Membership of the Editorial Board is composed as follows:

- Up to two persons appointed by each component organization from its membership;
- One person appointed by each accredited landscape architecture program from its faculty;
- The Executive Director of the CSLA, *ex officio*.

At least two members of the Editorial Board shall be French-speaking and two members shall be English-speaking.

All members of the Editorial Board shall be Members or Associate Members of the component associations. This requirement is waived for Board members representing accredited academic programs.

The names of the Editor in Chief and other members of the Editorial Board shall be included in each issue of *Landscapes/Paysages*.

The Editorial Board shall establish guidelines and document working procedures.

The Editorial Board shall prepare an annual editorial plan, including the number of issues for each year, focus topics for each issue, and Senior Editor for each issue.

The Editorial Board shall publish guidelines for authors detailing submission requirements.

### The L|P Editor-in-Chief

The L|P Editorial Board, in conjunction with the CSLA Board of Directors, shall engage an Editor-in-Chief for the production of the magazine.

The role of the Editor in Chief shall be to assume a leadership role in conjunction with the Editorial Board and Publisher in soliciting, collecting, reviewing and editing all articles and submissions relating to that particular issue.

### The L|P Publisher

The L|P Editorial Board, in conjunction with the CSLA Board of Directors, shall engage a Publisher for the production of the magazine.

The Publisher shall be responsible for coordinating final editing, design, layout, production and distribution of *Landscapes/Paysages*. Depending on the terms of the contract, the Publisher may also be required to act as advertising agent.

In consultation with the Editorial Board, the Executive Committee shall review submissions and negotiate a contract consistent with this policy and the CSLA budget for L|P.

The contract with the publisher shall specify the number, timing and size of the issues, the responsibilities of the Publisher. The contract may be a multi-year contract but shall include provisions for annual review and for termination with due notice. The contract(s) shall specify the total price to be paid for the production and distribution of the periodical and shall define the formula by which revenues from advertising sales and similar matters are to be allocated between the Publisher and the CSLA.

### L|P Content

The content of L|P should rely to the greatest extent possible on materials written by members of the CSLA components.

L|P should include articles from all regions of Canada.

L|P should include material in both of Canada's official languages and should reflect CSLA policies related to languages.

Emphasis should be placed on use of graphic materials to illustrate each article.

L|P should include a variety of content, including practice, theory, and research.

L|P should include some material of interest to, or written by, landscape architecture students. In particular, L|P should provide some recognition of conferences and meetings held by or including Canadian landscape architecture students.

### French / English Language Policy

If the Editor in Chief and Editorial Board are predominantly francophone, the concerns expressed herein shall apply to the English language instead.

The Editor in Chief shall ensure that a francophone with a high degree of language skills is included on the editorial team. The Editor in Chief shall also ensure that mechanisms are in place to monitor the French content of the magazine, to solicit French articles, correspond in French with authors, and proofread French text, including galleys.

All basic information such as cover page information and main titles shall appear in both English and French.

All items of an informational nature such as abstracts, editorials, announcements, and CSLA affairs shall appear in both languages.

At least one feature article in each issue shall be published in full in both English and French.

The Editor in Chief shall undertake to have all translation done by a professional translator whose first language is the language into which the translation is being made, and approved by a member of the Editorial Board with a high degree of skill in the language into which the translation is made.

## **Publication, Distribution and Administration Policy**

### **CSLA Congress**

Coverage of the CSLA Annual Congress and Annual General Meeting shall be included in an issue of L|P as soon as possible after the Congress and/or Meeting. Congress coverage should include as a minimum an overview of some of the key sessions. This is not intended to fill the role of conference proceedings and the obligation to provide this coverage should not be diminished in any way if the Publisher separately contracts with a conference committee to produce conference proceedings.

Coverage of any Congress held by, for or including Canadian landscape architecture students should be contained in an issue of L|P as soon as possible after the conference.

### **CSLA Awards of Excellence**

The national awards program of the CSLA shall be included in one of the issues of L|P, as soon as possible after the announcement of award winners. Coverage shall include at minimum a listing of all winners and associated clients, with a minimum of one photograph or graphic image associated with each award. Commentary shall include recognition of the jurors and summary comments from the Chair of the awards program. Should jury comments specific to each of the awards be included, they shall be written in a positive tone and include reasons why the project has been recognized.

### **Distribution**

One copy of L|P shall be distributed to the each CSLA member at the expense of the association.

At the expense of the CSLA, L|P shall be provided to each recognized Canadian landscape architecture program in numbers sufficient to distribute one copy to each student of landscape architecture.

The CSLA shall retain ownership of back issues.

The Publisher/ Editor in Chief shall provide CSLA with an electronic copy of each issue for the purpose of archives. Archived issues shall be maintained for public access on the CSLA website.

#### **Consent for Reproduction**

The written consent of the CSLA is required for the reproduction or use of any item published in L|P and such consent shall not be reasonably withheld provided that appropriate credits are included in any such reproduction or use.

#### **Advertising**

The Publisher shall have primary responsibility for the sale of advertising in L|P. The Board of Governors of the CSLA shall approve advertising rates proposed from time to time by the Publisher Editor.

Advertisements by landscape architecture consultants shall only be accepted from firms that employ CSLA component members to deliver professional landscape architecture services.

## Appendix 3 – Social Media Guidelines

The CSLA's shall maintain a presence in various social media outlets, at minimum Facebook and Twitter.

Posts in social media should:

- o celebrate the activities of the CSLA and its members
- o link to immediate or time-sensitive advocacy issues
- o enhance the CSLA Congress
- o cross-promote the Landscapes|Paysages magazine
- o not exceed 2-3 posts per week
- o be specific
- o drive readers back to the CSLA website
- o be deleted if irrelevant to the society or inappropriate.

The CSLA shall aim to post content on social media outlets at least once per week.

**Responsibility:** The responsibility for social media rests with a volunteer who is appointed by the Board of the CSLA.

Refer to Appendix 3 for the CSLA's Social Media Guidelines

### Social Media Guidelines

Facebook: The society's Facebook page could potentially be its most highly used communication tools, and a general portal to digital media. This is one of the most instantaneous ways to provide information to members and the public, with a focus on meaningful "snapshots". The focus for Facebook should be to increase the profile of the society and to provide useful content. The ideal activities include:

- o celebrate the activities of the society and its members -text summaries, photos, links to media and links to other CSLA digital media such as the bulletin ,
- o provide useful information -links to relevant internal or external sources including sister organizations,
- o foster monitored dialogue with our members and public

Facebook should be updated whenever we have something meaningful to say. Posts should not exceed 4-7 posts per week and should be specific in nature. The fundamental rule is that this medium is only effective if people think we have something to say that they want to hear. Once we lose a user, they are lost permanently.

Twitter: Similar to Facebook, Twitter is even more "of the moment" and postings should be meaningful and useful. Due to content restrictions, these posts should be very concise, and will usually direct people to a link where more information can be provided (website, bulletin, Facebook or direct to another source).