CADAD Communication and Marketing Protocols

These protocols address the following communication requests:

1. Requests for the endorsement of projects and/or involvement of CADAD as a participant in projects.
2. Requests to present at a CADAD meeting, or disseminate project/research information at a CADAD meeting.
3. Requests for CADAD expertise and commentary.
4. Requests for CADAD lists (email or mail) and/or to disseminate via the CADAD e-communication channels.

From time to time there are requests for the involvement and/or endorsement from the CADAD Executive and membership community.

**As a general principle, requests should be proposed through the CADAD institutional nominee and be brought to the attention of the Executive, via the CADAD Secretary.**

This principle may be varied in the following instances:

1. Where requests have come directly from an individual or team, and not the CADAD institutional nominee, they will be referred to the CADAD institutional nominee.
2. In the event that a request does not have the support of the CADAD institutional nominee, a case needs to be made why it should be considered by the CADAD Executive.
3. In the event of (2), a member of the CADAD Executive will discuss the Executive deliberations with the CADAD institutional nominee before making a decision.
4. Where a request appears to be a simple/straightforward request and is relevant to CADAD business e.g. email distribution, then discretion will be shown to avoid overly bureaucratic processes.
5. Need to establish an expertise database – and have available on the website.

1. **Requests for the endorsement of projects, involvement of CADAD as a participant in projects or as a sponsor of projects**

1a. **Endorsement**

Where the endorsement of CADAD is sought for an application, e.g. for a letter of support; agreement to disseminate information; an ALTC grant or award submission; or agreement to disseminate information through the network, the following should be observed:

1. Request received by the Executive and considered by them within one month of receipt.
2. If accepted, circulate advice of support to representatives for any objection or comment (but do not circulate brief).
3. If refused, advise the CADAD institutional nominee and applicant. Report at CADAD meeting.

1b. **Participation**

Where the participation of CADAD (as an organisation or seeking some additional partners) is sought in a project:
1. Request received by the Executive and considered by them within 1 month of receipt.
2. If accepted, circulate advice of support to representatives and seek nominees for participating (or identify a subset of representatives who have particular expertise to approach for participation) and circulate brief.
3. If refused, advise the CADAD institutional nominee and applicant. Report at CADAD meeting.

1c. Sponsorship

Where the support of CADAD is sought as a sponsor of a project, conference, forum, etc:

1. Limited capacity to sponsor – see Strategic Plan.
2. Decision based on relevance of the mission and Strategic Plan.
3. A university or a region of CADAD members may instigate a meeting or forum and badge it as a CADAD initiative. In the majority of these cases, funding will be provided by the institutions involved.
4. Advice should be provided to the CADAD Secretary so that it can be advertised on the website or via bulletins.

1d. CADAD instigated projects

This includes formation of working parties, membership of project, project leader and relationship with CADAD:

1. Establish a working party with those who have indicated interest/capacity.
2. Identify project leader and lead institution.
3. Confirm membership of project team (representatives and others with relevant expertise).
4. Clarify reporting expectations and relationship with CADAD.
5. Clarify acknowledgement expectations.
6. Membership of Reference Group to include one member of the CADAD Executive.

2. Requests to present at a CADAD meeting, or disseminate information at a CADAD meeting

2a. Reporting of ALTC (or similar) projects at CADAD meetings, other media

1. Requests to present on a project/initiative at a CADAD meeting to be forwarded to the CADAD Secretary (cadad-sec@mq.edu.au) for the attention of the Executive.
2. The Executive will consider requests and decide:
   a. If it is appropriate to disseminate via CADAD meeting
   b. The medium of dissemination e.g. presentation at meeting, tabled report, web, bulletin, etc.
3. Advise the person making the request of the decision.
4. If a presentation is made at the meeting, details and documentation are to be made available to the CADAD membership in meeting documents and posted to the CADAD website.

2b. Requests for CADAD expertise and commentary

1. Requests for drawing on the expertise of the CADAD network or a subset of the CADAD network to be forwarded to the CADAD Secretary (cadad-sec@mq.edu.au) or to a member of the CADAD Executive.
2. The Executive will consider requests and decide on medium of communication with membership e.g. email, bulletin, web, meeting.
3. Targeted requests (when appropriate) to a subset of members. (This relies on members providing relevant and current information on their profiles and expertise in their units.)

4. Acknowledgement of the contribution of CADAD generally and specific acknowledgement of members individual contribution.

3. Requests for CADAD lists (email or mail) and/or to disseminate via the CADAD e-communication

3a. CADAD Bulletin

1. A monthly email Bulletin communication will be sent in the first full week of each month.
2. Members are invited to forward any information they would like included to cadad-sec@mq.edu.au.
3. The due date for information to be circulated via emails must be received by the CADAD Secretariat by the last day of the month.
4. Should there be sufficient volume, then the Bulletin may be increased to fortnightly circulations.
5. The type of information that will be circulated via the Bulletin are:
   a. CADAD business
   b. Information relevant to Academic Development and Academic Developers
   c. Requests specific to CADAD business
   d. Job advertisements (only position title, location and link to further information)
   e. Relevant conference/workshop details (title, date and link to further information)
6. The target audience is Directors, and their nominated alternate, Academic Development staff, others with an interest in the area.
7. Bulletins will be archived on the CADAD website for members’ subsequent use.
8. To avoid duplication, CADAD will not circulate information that has already been circulated, e.g. through HERDSA and ACODE.

3b. CADAD email

1. Emails will be used to communicate directly with the Directors on issues not suited for wider circulation.
2. They will be sent ad hoc on a needs and/or issues basis.
3. They may be in response to requests such as in 1 or 2 above or instigated by the Executive or a member.
4. Members are invited to limit their use of the email for this purpose, using the Bulletin for circulating information.
5. Circulation is intended to be limited, not for wider circulation.
6. Issues that members would like raised for discussion on the email list should be forwarded to the cadad-sec@mq.edu.au or directly to a member of the Executive.

3c. Access and use of CADAD contact list

Requests to access the CADAD membership list and contact details will be dealt with in the following ways:

1. The full contact spread sheet with full contact details of members, including alternate details (if provided) will not be provided in any circumstances.
   a. Names and mailing addresses of the CADAD members (rather than the whole contact details spreadsheet) will be provided for requests of legitimate circulation, e.g. ALTC reports, to advise of relevant conferences and seminars etc.
2. A copy of the materials (preferably an electronic copy) or information that is to be circulated should be provided to the CADAD Secretary for reference and archiving.
   a. Requests for the email list of members will be declined. All material to be circulated to the members should be posted via the CADAD list through the CADAD Secretary.
3. An electronic copy of the information that is to be circulated should be provided to the CADAD Secretary for circulation and archiving.

3d. CADAD website

The CADAD website has a public area, which is freely accessible, and a members’ area, which is accessible only by individual login details provided to the institutional nominee. When requesting to post information or add web links and/or resources to the CADAD, the following should be observed:

1. Items that members would like posted on the website should be forwarded to the CADAD Secretary (cadad-sec@mq.edu.au) or directly to a member of the Executive.
2. It will be at the discretion of the Executive whether an item will be placed in the public area or members’ area of the website.
3. The public area of the website is for items such as:
   a. The Constitution
   b. The Strategic Plan
   c. Current membership details, including that of the Executive
   d. Current CADAD sponsored/supported projects
   e. Resources developed as a result of CADAD sponsored/supported projects
   f. Information about joining CADAD as a member institution or affiliate institution
4. The members’ area is reserved for (but not limited to) items such as:
   a. Institutional profiles
   b. CADAD meetings agendas, minutes and papers (past and upcoming)
   c. Discussion forums
   d. Archived bulletins

APPENDIX

CADAD Communications Framework.
# CADAD Communications Framework

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Website</th>
<th>CADAD Monthly Bulletin</th>
<th>CADAD emails (list serve, as per HERDSA emails)</th>
<th>Meetings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose</td>
<td>Public section: Front page – Mission, Constitution, Strategic Plan, affiliate guidelines, key reports, communication strategy, meeting dates, etc.</td>
<td>Members and wider academic development community for general circulation of topics of interest</td>
<td>General CADAD membership business</td>
<td>CADAD meetings and business&lt;br&gt;Professional development&lt;br&gt;Information sharing&lt;br&gt;Networking/support&lt;br&gt;Workshops&lt;br&gt;Regional CADAD meetings</td>
</tr>
<tr>
<td>Audience</td>
<td>1. Public&lt;br&gt;2. Directors/nominated representatives – would have profiles, which the alternates could access, and could include link to Directors/nominated representatives' university homepage</td>
<td>Directors/nominated representatives, alternates and affiliate members, for wider circulation to their staff and colleagues as appropriate</td>
<td>Directors/nominated representatives</td>
<td>CADAD meetings&lt;br&gt;• CADAD directors/nominated representatives or alternates&lt;br&gt;• Guests if prior approval sought from Executive and payment of meeting fee&lt;br&gt;• Affiliates&lt;br&gt;PD and workshops&lt;br&gt;• Audience to be determined&lt;br&gt;• May involve an attendance fee for all who attend</td>
</tr>
<tr>
<td>Frequency</td>
<td>Updated monthly</td>
<td>Monthly&lt;br&gt;Special editions as required</td>
<td>Ad hoc – initiated by CADAD President or Secretary or requests</td>
<td>CADAD meetings&lt;br&gt;• Two per year (one including the AGM)&lt;br&gt;• Ad hoc regional meetings&lt;br&gt;PD and workshops&lt;br&gt;• Ad hoc</td>
</tr>
<tr>
<td>Links/ archiving/ recording</td>
<td>Archived minutes/agendas/papers/reports/communication bulletins&lt;br&gt;Links to related websites, e.g. HERDSA</td>
<td>Archive to the webpage&lt;br&gt;Include the CADAD web address in all bulletins</td>
<td>Archived by the secretariat&lt;br&gt;Include the CADAD web address</td>
<td>E-copy and hard-copy of papers kept by secretariat&lt;br&gt;E-copies of papers to be archived on members area of website</td>
</tr>
<tr>
<td>Distribution</td>
<td>Academic developers via Directors/nominated representatives or alternates</td>
<td>Only Directors/nominated representatives and alternates</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

DRAFT: Adopted 26 August 2009