

NOW Bulletin Document Description

Introduction: For more than 20 years, the *NOW Bulletin* has operated as a primary tool for internal communications at NSCAD University. As the university continues to expand both in physical space and in numbers, it has become apparent that the *NOW Bulletin* must adapt in order to effectively carry out its mission and purpose. As such, the following purpose and guidelines have been developed as part of the university's overall efforts to maintain effective communications with its internal community.

Definitions: For the purpose of this document, the "Editor" is currently the Manager of the NSCAD Service Centre.

Purpose: The primary purpose of the *NOW Bulletin* is to serve as an internal communication tool for NSCAD students.

Publication Description: The *NOW Bulletin* is a brochure-style print publication, circulated daily from Monday-Friday (excluding holidays), throughout the academic year; and on an as-needed basis throughout the summer months (May-August.)

Circulation:

Copies of the *NOW Bulletin* are distributed each day to specially designated, clearly marked distribution boxes across campus:

- Outside the Duke Street elevator
- Student lounge (2nd floor Duke Building)
- Outside the SUNSCAD Office
- Outside the Textiles Office
- Outside the Business Office
- Morses Tea Building, 1st floor
- Outside the Foundation Office
- Outside the Graduate Studies Office
- Outside the Registrar's Office
- Outside Student Mailboxes
- In the Service Centre
- Film Program Office (Alliance Atlantis Building)

An individual copy is also posted in the following locations:

- Duke Street Elevator
- SUNSCAD Bulletin Board
- Registrar's Office
- Business Office
- Service Centre

Finally, each department office will receive two copies of the bulletin each day to post on their respective public bulletin boards.

Publication Guidelines:

Content:

The publication will contain news and event information pertinent to current NSCAD students. For the purposes of this policy, “news and event information” will be defined as follows:

- General news regarding academic dates, deadlines, regulations, policies and procedures (eg. Last day to pay fees, withdraw for courses etc.)
- Calls for academic papers, nominations or submissions for competitions
- Notices regarding health and safety, departmental hours of operation, special closures
- Details regarding on-campus events. (In the case where an event takes place off-campus, the event must be sponsored by SUNSCAD as being related to current or recent student work and/or academic pursuits. Eg. Gallery exhibitions, public lectures by students/faculty or alumni etc.)
- General kudos (eg. Publicize student achievements such as awards, grants etc.)
- Employment opportunities
- Other items at the discretion of the Editor or the Coordinator of Communications

Submission directives:

Length:

Submissions for the *NOW Bulletin* are to be no longer than 100 words in length.

Format:

The information is to be emailed to: servicecentre@nscad.ca with all the information included within the body of the email in text form. Individuals who submit items for inclusion in the bulletin must also provide complete contact information, including name, position, email and phone extension.

Repetition:

Individuals may request an item be repeated on multiple days for a desired length of time, however, ultimately this request will be evaluated based on the urgency of the notice, and its relevance to the student body. Items will be repeated at the discretion of the Editor or the Coordinator of Communications. Requests for repetition will be evaluated on an individual basis.

Deadlines:

The deadline to submit items to the *NOW Bulletin* is 2:00 p.m. the business day prior to the desired day for publication. Please note however, the publication may reach its daily capacity prior that time. Overflow items will be published on the next possible day. It is therefore recommended to send items at least one or two days prior to publication.

Responsibility:

The content of the *NOW Bulletin* will ultimately be left to the discretion of the Editor or the Coordinator of Communications, in consultation with the Manager of the Service Centre, and the SUNSCAD Executive. All members of the NSCAD community are encouraged to take advantage of this tool, by providing relevant news and information to the Editor, as outlined in the guidelines above. The *NOW Bulletin* is only as useful as the information it contains, and the number of students by whom it is read. It is strongly encouraged that all members of the NSCAD community do their part to make this a useful and successful tool.

Budget and Growth:

Currently, the only hard costs associated with the *NOW Bulletin* relate to photocopying. Soft costs include the time it takes for one staff member to prepare the publication for print, plus distribution via internal mail. Immediately, a slight increase in production cost might occur as a result of an increase in the quantity of bulletins produced each day. In addition, the current distribution will have to be reviewed and updated once the Port Campus location has opened.

In future, it is hoped that the bulletin will be able to expand in both size and content to accommodate more “soft news,” such as student profiles, art work, or opinion pieces. This might require an investment in a software license to allow for proper layout of the publication, as well as a small budget to allow for greater circulation.

Related Documents:

NSCAD Notes policy