



Series:	Board Governance	COA: ETH1, 1.01-.02
Policy Name:	External Communication	CFOP:
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Effective Date:	9/2/2014	
Applicable to:	Risk Management GOV-203 Board of Directors and Staff Client Grievance Personnel Grievance/Complaints Media Policy	

SUBJECT: External Communication

PURPOSE: The National Center For Innovation and Excellence (NCFIE) will ensure the dissemination of timely, accurate and clear information to the public. Information dissemination will abide by requirements of the Sunshine Law, and meet with HIPAA and confidentiality compliance standards.

POLICY: This policy outlines how information will be disseminated to consumers, donors, volunteers, public officials and the media. NCFIE will comply with timely filing of Form 990 to ensure public access is available to those who seek information about the agency.

Website:

1. Privacy: NCFIE respects the privacy of each visitor to the NCFIE Web site. Any personal information provided by a visitor will be used solely by NCFIE for internal purposes and, where appropriate, to contact individuals directly. Personal information will not be sold and will be shared only with those third-party service providers who perform functions on our behalf, including processing credit card payments, providing customer service, removing repetitive information from customer lists, analyzing data, and providing marketing assistance.
2. Copyright: The contents of all materials contained on NCFIE's Web site are owned by the organization (unless otherwise indicated) and are protected by U.S. and international copyright laws. All rights are reserved by NCFIE.
3. The information contained on NCFIE's Web site is provided by the organization for general informational purposes only. None of the information on the Web site is intended or should be construed to be legal advice or a legal opinion. While every effort has been made to ensure that the information contained on the Web site is as accurate as possible, omissions and errors may occur. Also, because of the nature of Web site development, maintenance, and updating, the information contained on the Web site may not reflect the most current developments. NCFIE and its contributing authors expressly disclaim all liability to any person with respect to the consequences of any act or omission committed based upon reliance, in whole or in part, on any of the contents of the Web site.



4. At certain places on the Web site, live links to other Internet addresses (“third-party sites”) can be accessed. Such third-party sites contain information created, published, maintained, or otherwise posted by institutions or organizations independent of NCFIE. NCFIE does not endorse, approve, certify, or control these third-party sites and therefore cannot guarantee the accuracy, completeness, efficacy, timeliness, or correct sequencing of information located at such addresses.

E-mail Privacy

1. Through affiliation with NCFIE, affiliates are establishing a business relationship with NCFIE and authorizing use of the e-mail addresses provided to the organization. Emails are public records.
2. NCFIE may utilize the e-mail addresses provided by its affiliates for communication and promotion of NCFIE events, meetings, education programs, products, and services, unless specifically instructed otherwise by the affiliate.
3. NCFIE shall provide recipients of all mass e-mail communications the opportunity to unsubscribe from e-mail distribution lists.

Fax Privacy

1. Through partnership with NCFIE, members are establishing a business relationship with NCFIE and authorizing use of the fax numbers provided to the organization.
2. NCFIE may utilize the numbers provided by its partners for communication and promotion of NCFIE events, meetings, education programs, products and services, unless specifically instructed otherwise by an individual member.

Opt-Out

NCFIE will provide each partner equal opportunity to opt out of any communication method utilized by NCFIE provided it does not interfere with the business relationship.

Media Relations:

The National Center for Innovation and Excellence strives to advance its mission by communicating openly and honestly using consistent messages with its constituents, including the media. It is important for all NCFIE staff and board members to reinforce these messages by referring all calls from any media source to the CEO or designee. Only the chief executive, board chair, or other individual(s) designated by the board are authorized to speak with the media. Staff will refrain from responding to inquiries from the media.

Crisis Media:

In case of any emergency event, situation, or investigation regarding an inquiry by the media, including radio, TV, or newspaper, into issues relating to NCFIE, the following guidelines shall be followed to assist NCFIE’s response to the media.

NCFIE will prepare staff for preventative awareness and response to media by:

- Establishing clear parameters surrounding limitations and response authority
- Providing training to staff on media crisis and the emergency media plan and informing staff not to comment on inquiries, but to refer inquiries to those designated individuals who may release information to the media
- Acting in compliance with the BFP media reporting protocol



- Establishing positive media relations throughout the year with local radio/TV/newspaper reporters
- Assisting the media when doing research on local stories

Failure to comply with NCFIE's media policy shall be grounds for disciplinary action.

Public Request of Information:

It is the intent of NCFIE to provide timely and accurate information to all customers and inquirers. All verbal requests for information will be responded to within 48 hours with the exception of a verbal request for public records, which will be responded to in accordance with the law and governing policies. Where applicable the timeline for the provision of follow up information will be mutually agreed upon with the inquirer. Public record requests will be provided within a reasonable timeframe as required by Public Records request law. Dependent upon the nature and urgency of the information being requested, NCFIE will make every effort to accommodate requests in the timeliest manner possible. All public record requests will be brought to the immediate attention of the CEO or designee and the staff attorney.

Complaints:

NCFIE promotes an environment open to feedback and conducive for timely problem resolution. All client related complaints will be handled in the utmost professional manner. NCFIE's Client Relations Specialist serves as the single point of contact for all complaints and/or grievances.

Approved by the National Center for Innovation and Excellence Board of directors:

As Approved by the Board of Directors:

By Direction of the Chief Executive Officer:

Kathleen Rich New
Board Chair

DR. PATRICIA NELLIUS
Chief Executive Officer

Signature Date: October 23, 2014

Signature Date: 10/23/14