



B A S M A A

Policy and Procedure #6

Title: External Communication Authorization, Development, Review, and Approval

The following establishes the Bay Area Stormwater Management Agencies Association's policy and procedure for authorizing, developing, reviewing, and approving BASMAA external communications. BASMAA external communications are formal written and verbal communications, including but not limited to:

- 1) letters, comments, presentations, and testimony made on BASMAA's behalf to represent the organization's views, interests, positions, or decisions or
- 2) presentations, papers, and articles about BASMAA projects or programs.

This Policy and Procedure is not intended to and shall not restrict the ability of BASMAA Officers or the Executive Director from exercising their authorities and responsibilities as defined in the Bylaws (Officers) or Executive Director consultant agreement.

Representation

No person may identify or represent positions, views, or decisions or communicate about BASMAA projects or programs in formal written and verbal communications as being from or associated with BASMAA, including its Board of Directors, Committees, work groups, or other groups constituted by BASMAA unless the person is communicating on BASMAA's behalf in accordance with this Policy and Procedure.

Authority

The authority to develop BASMAA external communications is controlled through this "External Communication Authorization, Development, Review, and Approval" Policy and Procedure and BASMAA contracts provisions.

Remuneration

Unless arranged otherwise, the cost in labor and expenses to develop BASMAA external communications are borne by the developers of such communications and not by BASMAA.

1) Communication of BASMAA's views, interests, positions, or decisions

Establishing authority to develop external communications

The following procedure will be used:

1. A request to develop BASMAA external communications is sent to or proposed by the BASMAA Chair, Vice-Chair, or Executive Director.
2. The request should describe the need, the issue, the key messages, the type of communication, the audience, and the schedule, including deadline, if applicable.

3. The BASMAA Chair, Vice-Chair, or Executive Director either approves or disapproves the request. The BASMAA Chair, Vice-Chair, or Executive Director may consult the Board of Directors in making a decision. The following criteria should be considered:
 - consistency with BASMAA’s mission and goals, as well as BASMAA products
 - provides a membership benefit
 - requestor is a BASMAA member or BASMAA consultant
 - need for balanced input on the issue or decision
 - potentially precedent-setting
4. If the request is approved, the BASMAA Chair, Vice-Chair, or Executive Director selects the BASMAA group (e.g., Board of Directors, Committee) to oversee development of the communication (“oversight group”).
5. If needed, the oversight group identifies a person to take the lead in developing the communication. As needed, a small work group may be constituted to assist the lead person.

Types of Review

In general, the oversight group is responsible for reviewing and vetting the details (including technical, legal, scientific, financial) of external communications, while the Board is responsible for reviewing the external communications against the policies and strategic vision of BASMAA.

Boilerplates

As applicable, formal BASMAA communications are developed using BASMAA boilerplate text, logo, and formats.

Review and approval of communications

The following procedure will be used:

1. The lead person, working as applicable with the small work group, develops the draft communication to the stage that it is ready for review.
2. The draft communication is sent to the oversight group members for review, including adherence to applicable boilerplates and subsequent revisions, as determined necessary by the oversight group.
3. Once the oversight group determines that the draft communication is ready for higher-level review, the draft communication is sent to the Executive Director.
4. The Executive Director reviews the draft communication and subsequent revisions, as determined necessary.
5. Once the Executive Director determines the draft communication is ready for higher-level review, the draft communication is sent to the Board of Directors.
6. The Board of Directors reviews the draft communication and subsequent revisions, as determined necessary by the Board of Directors, and submits comments to the lead person.

7. Upon determination by the Board of Directors that no further revision is necessary, the communication is considered final and approved for transmittal.

Review Periods

Standard – To the extent possible, the BASMAA Committees and Board of Directors should be provided five (5) working days to review each iteration of a draft external communication. It is the responsibility of the requestor of a formal BASMAA communication and the lead person to establish a schedule that provides these review periods and meets the deadline, if applicable. If alternative review periods are needed or desired, they must be proposed in the original request to develop formal BASMAA external communications.

Expedited development and review – Occasionally, BASMAA finds itself in the position of needing to develop and make communications on an expedited basis (i.e., with shorter review periods or without the time to follow the above review procedures). In such cases, the need for an expedited review will be determined by consensus by the BASMAA Chair, Vice-Chair, and Executive Director. When the need for expedited development and review is established for a particular communication, the Chair and Executive Director will set a development and review process for that communication that uses as much of this Policy and Procedure as possible given the time constraints, but at a minimum includes review by the Chair, Vice-Chair, and Executive Director; and notification to the Board of Directors of the planned communication, including the proposed communication itself.

2) Presentations, papers, and articles about BASMAA projects or programs

Establishing authority to develop external communications

The following procedure will be used:

1. A request to develop a communication about a BASMAA project or program is sent to or proposed by the BASMAA Project Officer for the project or program.
2. The request should identify the event or publication in which the communication would be made, the audience, the proposed title of the communication, a description of the information to be communicated, and the event or publication schedule, including deadline, if applicable.
3. The Project Officer submits the request to the BASMAA Chair, Vice-Chair, or Executive Director, any of whom may either approve or disapprove the request. The BASMAA Chair, Vice-Chair, or Executive Director may consult each other or the Board of Directors in making a decision. The following criteria should be considered:
 - consistency with the project's or program's purpose, scope, and results / reports
 - requestor's standing with the project or program (e.g., project manager, program consultant)
 - readiness of the information for public communication (e.g., final versus preliminary results)

4. If the request is approved, the BASMAA Chair, Vice-Chair, or Executive Director selects the BASMAA group (e.g., Board of Directors, Committee) to oversee development of the communication (“oversight group”).

Boilerplates

As applicable, formal BASMAA communications are developed using BASMAA boilerplate text, logo, and formats.

Statements

Presentations, papers, and articles will include disclaimer, copyright, and acknowledgement statements as determined by the Project Officer in consultation with the Executive Director.

Review and approval of communications

The following procedure will be used:

1. The requestor develops the draft communication to the stage that it is ready for review.
2. The draft communication is sent to the oversight group members for review, including adherence to applicable boilerplates and subsequent revisions, as determined necessary by the oversight group.
3. Once the oversight group determines that the draft communication is ready for higher-level review, the draft communication is sent to the Executive Director.
4. The Executive Director reviews the draft communication and subsequent revisions, as determined necessary.
5. Upon determination by the Executive Director that no further revision is necessary, the communication is considered final and approved for presentation or publication.

Review Periods

To the extent possible, the oversight group and Executive Director should be provided five (5) working days each to review each iteration of a draft presentation, paper, or article. It is the responsibility of the requestor to establish a schedule that provides these review periods and meets the deadline, if applicable. If alternative review periods are needed or desired, they must be proposed in the original request to develop a presentation, paper, or article.