

National Continuing Care Residents Association (NaCCRA)

Inquiry Policy and Guidelines

Policy

Overview

From time to time NaCCRA (National Continuing Care Residents Association) volunteers, officers, employees (if any), contractors, and board members may receive inquiries – in person, at meetings, by telephone, or otherwise – from other organizations or media outlets. We want to be open and forthcoming but we also want to ensure that NaCCRA is not inadvertently committed without proper authorization under its governance standards.

Nothing in this policy precludes NaCCRA volunteers, officers, employees (if any), contractors, and board members from responding to such inquiries in their own right as private individuals as long as they make clear that they are not speaking for NaCCRA as an organization and that they are acting on their own.

Purpose

This policy exists to assure that information disclosed by NaCCRA is timely, accurate, comprehensive, authoritative and relevant and to ensure that others do not perceive that NaCCRA has taken positions, or other actions, that have not been fully endorsed in keeping with NaCCRA governance requirements, e.g. the two thirds supermajority Board endorsement of any advocacy positions. Adherence to this policy is intended to provide an effective and efficient framework to facilitate the timely dissemination of information and effective responses to inquiries directed to NaCCRA or to NaCCRA volunteers, officers, employees (if any), contractors, or directors in their roles within or for the NaCCRA organization.

Scope

This communications policy applies to all volunteers, officers, employees (if any), contractors, or directors of NaCCRA, its brands, subsidiaries and divisions This policy covers all external inquiries from any source whatsoever.

Designation of Company Spokesperson

Partners in Association Management (“Partners”) is designated as NaCCRA’s principal point of contact and as NaCCRA spokesperson. Partners has expertise in media relations and other inquiries and weighs each inquiry to determine the best way to provide information in relationship with other information that is not yet public. Partners will convey the official NaCCRA position on issues of significance or situations that are particularly controversial or sensitive in nature. Among NaCCRA’s communications undertakings, we seek to:

- Increase public awareness and understanding of NaCCRA, our mission, the positions that we advocate, and our aspirations.
- Promote a positive image of NaCCRA and the work we do to the audiences that are important to the organization, which includes existing and prospective members as well as government officials, financing sources, and other organizations.

Depending on the situation, a specific individual may be asked to be a spokesperson on a particular issue due to that individual’s knowledge, experience and expertise. Such a person may be designated by NaCCRA’s President or by Partners. If possible, the designated individual should prepare for any contact by developing talking points and other preparation, including coordination of any representation of NaCCRA positions, capabilities, or commitments to be sure that such representations are properly authorized pursuant to NaCCRA’s governing requirements.

Guidelines

Guidelines for Conversations with External Inquirers

Whenever taking a call, the person receiving the call should show courtesy and professionalism in the response. Never show impatience or irritation. Please act responsively to demonstrate that NaCCRA is a functioning and capable organization. This is important because the way this call is handled may be the inquirer’s first impression of NaCCRA and that first impression may influence popular perceptions of the organization.

Please remember to contact the President if, and when you have been approached by others in your role within NaCCRA. Do not let an inquirer compel you to answer questions on the spot. It is always beneficial to prepare in advance in order to provide accurate and relevant information. Inquiries will not be referred to you by the President or Partners without alerting you in advance so that you can prepare. Immediately after the conversation let the President know the substance of the exchange.

Guidelines for Seeking External Contact

Whenever you believe that you should contact outside sources about matters of NaCCRA's policies, processes, positions, or other concerns, you should first clear your contact with the President, or if necessary, with the Board.

Our goal is to protect NaCCRA's reputation and integrity. That means that comments or remarks be well-considered and in conformance with NaCCRA's policies for adoption of positions. Mere discussion of something within NaCCRA Board or other contexts does not amount to adoption of a position.

Personal opinions, no matter how compelling they may seem, are not NaCCRA positions until, and unless, they are formally adopted by the Board (two-thirds vote for advocacy positions). This requires considerable restraint and judgment by those speaking on behalf of NaCCRA.