

Embark Sustainability Society

Policy Gazette





Table of Contents

Board Policies

- [B.P. 01 Consent Agenda Policy](#)
- [B.P. 02 Incoming and Outgoing Director Policy](#)
- [B.P. 03 Code of Conduct Policy](#)
- [B.P. 04 Conflict of Interest Policy](#)
- [B.P. 05 In Camera Session Policy](#)
- [B.P. 06 Territorial Acknowledgement Policy](#)
- [B.P. 07 Director Commitment Policy](#)

Operational Policies

- [O.P. 01 Associate Membership Policy](#)
- [O.P. 02 Non-Partisanship Policy](#)
- [O.P. 03 Diversity and Inclusion Policy](#)
- [O.P. 04 Hiring Policy](#)
- [O.P. 05 Advocacy Authority Policy](#)
- [O.P. 06 Member Opt-Out and Fee Refund Policy](#)
- [O.P. 07 Overtime Policy](#)
- [O.P. 08 Transportation Reimbursement Policy](#)
- [O.P. 09 Contract Renewal Policy](#)
- [O.P. 10 Maternity and Parental Leave Policy](#)
- [O.P. 11 Staff Classification Policy](#)
- [O.P. 12 Staff Benefits Endowment Policy](#)
- [O.P. 13 Studio Security Policy](#)
- [O.P. 14 Accessibility Policy](#)

Financial Policies

- [F.P. 01 Responsible Investment Policy](#)
- [F.P. 02 Operating Reserve Fund Policy](#)
- [F.P. 03 Sustainable and Ethical Purchasing Policy](#)
- [F.P. 04 Credit Card Spending and Usage Regulation](#)
- [F.P. 05 Spending Authorities Regulation](#)



Technology Policies

[T.P. 01 Technology Policy](#)

[T.P. 02 Social Media Policy](#)



Board Policies

B.P. 01 Consent Agenda Policy

Implemented	October 8, 2014
Last Revision	February, 2025
Review	February, 2027

Statement of Purpose

This policy guides the ESS Board of Directors in using consent agendas to streamline meetings, allowing more time for planning and governance discussions.

1. Content of Agenda

Items requiring a decision but not expected to need discussion or debate may be placed under the “Consent Agenda” at the Chair’s discretion.

Materials and motions proposed to be dealt with under the consent agenda portion of the agenda shall be clearly identified as falling under the consent agenda in the meeting packages. These materials will be made available to the members of the board a minimum of three (3) days prior to the next meeting, with some exceptions.

Items which CAN be placed on a consent agenda:	Items which CANNOT be placed on a consent agenda:
<ul style="list-style-type: none"> • Approval of the previous meeting’s minutes • Co-Executive Directors’ report • Officer reports • Committee reports • Confirmation of a previously-discussed board decision 	<ul style="list-style-type: none"> • Approval of the annual budget or audit • Approval of other financial reports • Executive decisions made by committees which have either strategic implications or are made in an emergency



Members of the Board should review the consent agenda items prior to the meeting on the expectation that no discussion will take place during the board meeting.

2. Committee Activity Documentation

Members of the Board who lead Committees are expected to provide their updates during the Board Meeting and summarize committee activities in the relevant documents.

3. Approval of Agenda

The agenda will be approved by the Board at the beginning of each meeting.

Members of the Board may request that matters be added, removed, or that the order of items be moved and the Chair shall make a decision on each such request. Any such decision may be challenged and rejected by the Board in the event of disagreement.

Items may be moved out of the consent agenda section at the request of any member of the Board prior to approval of the overall agenda. No motion or vote of the Board is required with respect to a request to move an item out of the consent agenda.

When a member of the Board requests that an item be moved out of the consent agenda section, the Chair shall decide where to place that item on the agenda.

When only one item in a committee report does not qualify as a consent agenda item or is requested to be moved, that item shall be moved out of the consent agenda and the rest of the items in the report shall remain in the consent agenda.

Approval of the agenda by the Board constitutes approval of each of the items listed under the consent agenda portion of the meeting. No separate vote to approve the consent agenda portion is required.

4. Minutes

Minutes of the meeting will include the full text of resolutions adopted under the consent agenda portion of the meeting.



B.P. 02 Incoming and Outgoing Directors Policy

Implemented	December, 2016
Last Revision	January, 2025
Review	January, 2027

Statement of Purpose

The Incoming and Outgoing Directors Policy outlines the procedures which the Executive Director and Board Directors are to abide by to minimize the impact of turnover at each Annual General Meeting (AGM).

Timeline

1. Timing of events prior to and following the AGM
 - a. November
 - i. Directors who are approaching the end of their two-year term must notify the Executive Co-Directors and Board of Directors if they intend to seek re-election or wish to step down in February. If a Board member is not yet at the end of their term but wishes to step down (ex. after one year on the Board) the same process is expected to be followed.
 - ii. Directors who plan to step down are expected to identify and contact at least one potentially suitable replacement and to encourage them to apply for the position. The Embark staff may assist with this process if need be.
 - iii. Each current Director will update the position description of their officer role that will be used in the recruitment of new Directors.
 - iv. The Executive Co-Directors and Chair of the Board will kick start the AGM planning in a timely manner that will allow for smooth transition of Directors.
 1. Open positions will typically be advertised prior to the AGM and vacancies can be posted on all available communications channels including social media, newsletters and websites.
 - b. January



- i. An open orientation will be hosted before the candidate application deadline. Attendance is mandatory for all members wishing to seek election to the Board at the AGM.
 - 1. Candidates will meet with the Executive Co-Directors and/or the Chair of the Board at the orientation to discuss the responsibilities and significance of Directorship in a non-profit organization (liability, due diligence, etc.).
- ii. If candidates are interested in positions, the deadline for the submission of their application will be set before the end of January.
 - 1. Interested candidates will be invited to schedule a one-on-one meeting with the Executive Co-Directors and/or the Chair of the Board if they wish to do so.
- iii. A Director self-evaluation and Board-dynamic evaluation will be conducted by each outgoing Director.
 - 1. The outgoing Chair shall be responsible for administering the evaluation and consolidating the results into a presentable format to be reviewed with the outgoing Board.
 - a. The results of this survey should be communicated to the incoming Board if applicable to their work.
 - 2. The evaluation shall be conducted anonymously.
- c. February (month of the AGM)**
 - i. Candidate information will be posted on Embark's website which contains their statement of intent/blurb on the first week of February.
 - ii. Candidates will be allowed up to 5 minutes to explain their past work and qualifications at the AGM.
 - iii. Candidates are elected at the AGM
 - iv. New Directors have a mandatory meeting with the Executive Director of Development to discuss the Director's Handbook and set up the Google Account email and Drive.
- d. March to April (two months following the AGM)**
 - i. New Directors must sit in on the outgoing Director's final meeting.
 - ii. Outgoing directors are responsible for holding a one-on-one hand-off meeting with the new Director.
 - 1. Hand-off meeting includes briefing new directors on current activities of the committee, current trajectory of committee's work for the future, and any lessons learned/advice as applicable for the new Director.



- iii. An onboarding will be held no later than two months following the AGM for the purpose of team-building among the new Board as well as to pass on knowledge from the outgoing Board to the new Board.
 1. All new Board members shall be expected to attend the onboarding.
2. Active Recruitment
 - a. Current Board of Directors
 - i. Existing directors, including those who are staying on, are expected to engage in active recruitment, seeking suitable candidates for future vacancies and referring them to an executive director and the Chair.
3. Conflict of Interest
 - a. Interim Directors
 - i. If there are more suitable people to facilitate the onboarding process, Interim directors shall refrain from participating in the process of onboarding new directors.
4. Board Director Departure Outside of regular AGM Schedule
 - a. A Board Director who wishes to leave the Board prior to the AGM must give the Board four weeks written notice of their intention to leave.
 - b. Any vacated position will be filled by an Interim Director.
 - i. The vacant position will be advertised on all available communications channels including social media, newsletters and websites for at least two weeks prior to the Board appointing an Interim Director.
 - ii. Candidates will meet with the Executive Director for an orientation to discuss the responsibilities and significance of Directorship in a non-profit organization (liability, due diligence, etc.). Attendance is mandatory for all members wishing to seek election to the Board.
 - iii. All members interested in being appointed Interim Director shall be asked to submit an application for the position to the Board no later than three days prior to the Board meeting at which the Board plans to appoint the Interim Director.



B.P. 03 Code of Conduct Policy

Implemented	November 7, 2012
Last Revision	February, 2025
Review	February, 2026

Statement of Purpose

Embark Sustainability Society prioritizes creating and maintaining an inclusive, supportive, anti-oppressive, positive, safe and productive space for everyone. This Code of Conduct outlines the expected behaviors of participants during all meetings, events, programs, and communications of the society. It applies to Directors of the Board, volunteers, committee members, ESS members and ESS staff and affiliates.

Principles of Conduct

Embark recognizes that student leadership is a learning process, with members bringing diverse levels of experience. To support an inclusive and supportive environment, all members are expected to:

1. **Practice Patience** as people learn the rules of order and familiarize themselves with governing documents of the ESS.
2. **Offer Mentorship** as people seek to improve their skills
3. **Show Respect** - value the contributions of all ESS members, and strive to maintain a positive working environment for all.
4. **Encourage Participation** - create space for all voices, especially those often less heard, including Board Director, ESS members, and staff.
5. **Cooperate** - share information, respect requests for involvement in decision making, engage in meaningful dialogue, and be willing to compromise.
6. **Focus Discussion on Ideas** - direct discussion and debate at ideas, projects and initiatives rather than individuals, committees and organizations.
7. **Engage in Good Faith** - work towards the best possible decisions for the ESS membership.
8. **Resolve Conflict Proactively** - address disagreements in a timely, respectful, non-violent manner.
 - a. If required, mediation will be provided to ESS members and staff to resolve



ESS related conflicts

9. **Resist Oppression** - actively challenge systemic inequalities and their impact, including those based on unequal power distribution by class, education, race, gender, ability, language, religion, sexual orientation, age, prior experience, and other factors.
10. **Be Accountable** - uphold transparency and responsibility to all ESS constituents.
11. **Follow Legal and Ethical Standards** - all Board members and staff should ensure that no illegal acts are conducted on behalf of, or with funding provided by the ESS.



B.P. 04 Conflict of Interest

Implemented	January 1, 2014
Last Revision	February, 2025
Review	February, 2027

Statement of Purpose

To ensure a fair and unbiased operation of the ESS, this policy provides guidelines by which all ESS staff, directors, committee members, coordinators, volunteers and any other ESS members in a decision making position are to conduct themselves in relation to potential conflicts of interest.

Definition

A **conflict of interest** is a circumstance which arises when an individual or group has competing interests that impair their ability to make an unbiased and/or impartial decision on a given matter.

Disclosure of Conflicts of Interest

At the beginning of each Director and Committee member's term, they will be asked to sign a conflict of interest form acknowledging that they have read this policy. Coordinators will be made aware of this policy during their orientation.

All members should be aware of potential conflicts of interest and must disclose such information readily in all cases wherein such a conflict may jeopardize the impartiality of a member in a decision-making position.

Disclosure of any conflicts of interest must be provided prior to participation in any decision-making process related to ESS activities. *Disclosure may be delivered orally or by writing.

*In any case where a conflict of interest arises members shall:

- a. Abstain from any moving, seconding, and voting on motions in which neutrality has been compromised. Additionally, members should ensure their abstentions to be noted in any committee or board meeting decisions in which a conflict of interest has been identified.



- b. Consider removing their participation from any debate or discussion related to topics on which there is a conflict of interest so as not to unfairly sway the impartiality of others.

Conflicts of Interest of ESS Chairs

In the event that a chair of an ESS committee or board is found to be in a conflict of interest on an item of their respective committee/board:

- a. The chair may consider stepping down for the duration of any discussion or voting on the item in question.
- b. If the chair has knowledge of a conflict of interest of an item to be discussed at an upcoming meeting they may consider asking an unbiased party to act as chair for the meeting in which the items will be addressed.

Reporting Structure for Conflicts of Interests

In terms of disclosing conflicts of interest the following guidelines shall exist for whom to disclose conflicts of interest to:

Individual in Conflict	Party to Notify
ESS Committee Members	Committee Chair or Board of Directors
ESS Committee Chair	Committee Members or Board of Directors
Directors	Chair of Board
Chair of Board	Entire Board of Directors and Executive Co-Directors
Staff (excluding Executive Co-Directors)	Executive Co-Director
Executive Co-Director	Board of Directors
Coordinators and Volunteers	Respective staff

Coordinators/Volunteers/Guests/Other ESS members shall disclose conflicts of interest to their direct supervisor. If no direct supervisor can be identified the disclosure may be made to the executive director of the society or the ESS Board of Directors.

Failure to Disclose

The following measures will apply in the event that a conflict of interest is not disclosed:



- a. Any decision made in which the neutrality of those involved has been called into question may be revisited.
 1. Any member wishing to review a decision in circumstances relating to a conflict of interest shall notify the respective chair of the committee or board at which the decision was made.
 2. In the event that a person is found to have been in a conflict of interest regarding a decision that was made by their committee, they will report such cases to the appropriate party as outlined in the 'Reporting Structure for Conflicts of Interest' section of this policy
- b. Any member who fails to disclose a conflict of interest may be asked to step down or leave their position(s). Refer to [Director Commitment Policy](#) (section Removal of a Director) for procedures.



B.P. 05 In Camera Session Policy

Implemented	October, 2019
Last Revision	February, 2025
Review	February, 2027

Statement of Purpose

While In camera sessions are necessary and useful in some situations, it can be disadvantageous in some. This policy acknowledges that the appropriateness of in camera sessions can vary case by case and offers principles and guidance to consider.

Key Definitions

- **In camera session:** a section of a board meeting or a committee meeting where:
 1. **Participants are exclusive** and where stakeholders such as the Executive Co-Directors or ESS members are intentionally excluded from either participating in or being present at the discussion.
 2. **Minutes are not public** and where the record of the meeting is either not recorded or not being made for stakeholders not present at the meeting to view.

Procedure

If a committee chair wishes to include an in camera session in their committee meeting agenda, they must receive approval from the Chair. The committee chair and the Chair will evaluate the necessity of holding an in camera session against the Principles to Consider (discussed below).

The in camera session must appear on the committee meeting agenda along with a brief heading relating to the topic (for confidentiality purposes, this heading can be as vague as reasonably necessary). As usual, the agenda will then be approved by the committee before the meeting commences.

If the Chair would like to include an in camera session in the board meeting agenda then the agenda must be approved by the Board before the meeting commences.



Principles to Consider

In camera sessions are meant to keep certain information confidential

- Where the intention is to prevent undue harm to the organization and its assets, including volunteers, board members and staff.
- Requires, but does not strain or abuse, the trust of relevant stakeholders.
- Examples *may* include salaries, the evaluation of Executive Co-Directors, the awarding of a contract, labour relations, the handling of conflict of interest situations, legal issues, or relating discussions around activities that reasonably be expected to harm the interests of the ESS membership.

In camera sessions are not exempt from the Code of Conduct Policy

- See the [Code of Conduct Policy](#). It is the chair of the meeting's responsibility to ensure the Code of Conduct Policy is upheld.
- The discussion that takes place during in camera sessions (the manner in which the discussion is conducted and the discussion topic itself) must abide by this policy.
- The implications of holding in camera sessions (such as its impact on the board's responsibility to the ESS membership, on board culture, and on board-staff relationships) must abide by this policy.



B.P. 06 Territorial Acknowledgement Policy

Adopted	December 20, 2019
Last Revision	January, 2025
Review	Within the first two months of each new Board cycle.

Statement of Purpose

Embark is committed to anti-oppression, decolonization, and equity as well as creating an environment of cultural safety. We recognize that the work we do takes place on the occupied, unceded territories of the Coast Salish peoples, whose lands have endured extensive injustices and ongoing harm as a result of colonization. Territorial acknowledgements disrupt settler-colonial narratives of place and bring awareness and recognition to the rights and relationship of Indigenous peoples to their lands. By opening our gatherings with this practice, we reaffirm Embark’s commitment to disrupting colonial structures and deepening our understanding and relationship with Coast Salish lands and communities. This ongoing reflection and learning centers First Nations rights and title, history, and relationship to land and water, while confronting the ongoing impacts of settler-colonialism and guiding our commitment to meaningful decolonial work.

Key Definitions

Territorial Acknowledgement: A respectful verbal or written recognition of the traditional and ongoing relationship between Indigenous Peoples and their ancestral lands, acknowledging colonialism as both a historical and ongoing process while advocating for systemic change in settler colonial societies. (updated FNHA citation)

Indigenous An umbrella term to refer to the original inhabitants of the area pre-colonialism and their descendants, which includes First Nations, Inuit, and Métis peoples across Turtle Island.

First Nations: term used to describe Indigenous peoples in so-called Canada who are not Métis or Inuit. First Nations people are the original inhabitants of the land that is referred



to as so-called Canada and were the first to encounter sustained European contact, settlement and trade. First Nations people include both status and non-status Indians. (1)

Acknowledgement Protocol

The territorial acknowledgement will be made by the Chair or host of all official meetings pertaining to ESS, including but not limited to:

1. Board meetings
 - a. [The acknowledgement](#) will be made at the beginning of the meeting following the approval of the meeting agenda. The territorial acknowledgement will be followed by three to five minutes of reflexive period for discussion for personal reconciliation journey by voluntary meeting attendees.
2. Committee meetings
 - a. [The acknowledgement](#) will be made at the beginning of the meeting following the approval of the meeting agenda.
3. Internal events
 - a. [The acknowledgement](#) will be made at the beginning of the meeting.
4. External events
 - a. [The acknowledgement](#) will be made at the beginning of the meeting.

Acknowledgement Statement

As the territorial acknowledgement is a personal recognition to the land and the histories of the Indigenous peoples inhabiting the land, Embark will allow flexibility in the content of the territorial acknowledgement as the person delivering the acknowledgement sees fit. However, the acknowledgement should strive to accomplish the following things:

1. List all the Indigenous Nations who originally inhabited the land where the meeting or event is taking place
 - a. In the case that the meeting is held online, the meeting taking place will be where the chair is calling a meeting from, and they should make an effort to acknowledge the Host Nations they currently occupy.
2. Reason for acknowledging the land, why territorial acknowledgement is relevant
3. Express commitment to decolonization.

The following is the current territorial acknowledgement statement, and may be modified for use or serve as an example of territorial acknowledgement statement for any future official ESS meetings. To encourage continued meaningfulness, the statement will be reviewed and revised as the Board sees fit during the start of each new Board cycle:



"I would like to acknowledge the unceded territory of the Tsleil-Waututh, Skwxwú7mesh-ulh Temíxw (Squamish), and šxʷməθkʷəyəməʔt təməxʷ (Musqueam) nations on which we are meeting today. I think it is important to acknowledge the land because I was raised, went to school and have worked on this land, but yet I am very uninformed about Indigenous history and the struggles they faced in recent history. This acknowledgment represents my steps in becoming aware of the history of the people who occupied this land before me. I am also very excited about the possibility of a new organizational territorial acknowledgement and the words that I have received so far from the board and staff have been extremely thoughtful and I hope that this process allows Embark to actively contribute to decolonization. For today, as a board, I would like to commit us to thinking about Indigenous rights as they pertain to our meeting this evening."

Citation Sources:

1. First Nations Health Authority. (n.d.). *Territory acknowledgements: Information booklet*. Retrieved from: <https://www.fnha.ca/Documents/FNHA-Territory-Acknowledgements-Information-Booklet.pdf>



B.P. 07 Director Commitment Policy

Adopted	March 25, 2020
Last Revision	January, 2025
Review	January, 2027

Statement of Purpose

Directors are responsible for the governance of Embark Sustainability Society. They are elected by the ESS membership to act as representatives for this membership. Directors act as ambassadors for the society, to the wider community, and are responsible for representing student interests in sustainability decision making at SFU. As such, it is vital that ESS directors are, and remain, fully committed to all responsibilities entrusted to them through their position, for the duration of their time in this position.

This policy outlines the set of actions which will be taken if a Director steps away from, or does not fulfill these duties, as well as specifying the specific expectations which, not being met, will cause these actions to be taken.

1. Missed Meetings

Directors are expected to attend a minimum number of Board and committee meetings per academic semester. If they exceed the maximum number of unapproved absences without approval, as outlined below for either Board meetings, or committee meetings, they jeopardize Embark's obligation to have a Board of Directors that represents their membership and place an undue burden on their fellow Directors and the running of Embark as a whole. It is understood that under these circumstances, they are not adequately fulfilling their duties as a Board member, and this may lead to their removal from the Board of Directors.

1. Board Meeting Attendance Requirements

- a. Directors may not have more than two (2) unapproved absences from Board meetings in one academic semester.
- b. In order to gain **approval** for missing a meeting, the Director must:



- iii. In emergencies, notify the committee members as soon as possible before or after the meeting.
- c. If unforeseen circumstances arise, and the absence is deemed valid by the Board Chair, any prior warning will be withdrawn, and the absence will not count.
- d. One (1) unapproved absence results in a written warning issued by the Board Chair within two (2) days of the missed meeting, emphasizing attendance expectations.

4. Enforcement and Accountability

- a. The Chair of the Board of Directors will track all unapproved absences and ensure adherence to the semester maximums.
- b. Continued non-compliance with attendance policies may result in a formal review of the Director's role on the Board.

2. Electronic Motions

- 1. Directors may not miss more than two (2) electronic motions per board cycle.
- 2. Abstaining from a vote does not count as a missed motion.
- 3. Missing one (1) electronic motion will result in a warning from the Chair of the Board reminding the Director of the two (2) missed motions per Board cycle limit and the process of recusing themselves from electronic motions when necessary.

3. Responsibilities of Committee Chairs

Directors who chair committees are responsible for meeting the requirements of their committee's Terms of Reference (TOR) immediately upon undertaking the role until a new committee is formed. The TOR from the previous committee Chair/members will be held as binding until new TOR are drafted and approved by the current committee.

1. Terms of Reference (TOR)

- a. Committee Chairs are responsible for ensuring their committee operates in alignment with its TOR. The existing TOR remains binding until new TOR are drafted and approved within two (2) months of the first Board meeting of the term.
- b. Failure to draft or review TOR within this timeframe will result in a meeting with the Board Chair to develop a corrective action plan. If responsibilities are not fulfilled after these steps, the Board Chair may consider the removal of the Committee Chair.

1. Meeting Frequency



- a. Committee Chairs must hold the minimum number of meetings outlined in their TOR (typically one per month, unless stated otherwise).

4. Programmed Event Attendance Policy

Directors are required to support ESS outreach as available and attend a minimum of two (2) events organized by ESS per academic semester. Attendance is vital for demonstrating engagement with the organization's activities and building connections with members.

1. Director Attendance

- a. Directors will update the Chair on their attendance and involvement during 1:1 check-ins. The Chair is responsible for monitoring Director engagement.

2. Exceptions

- a. If a Director is unable to meet this requirement due to unforeseen circumstances, they must notify the Chair in advance and provide a valid reason for their absence.

5. Uncontactable Directors

1. In the event that a Director cannot be contacted by any means over the course of at least 8 weeks, without previous notification of the Chair for a legitimate reason for absence, procedure as outlined in "Removal of Director" section below will be followed.

4. Removal of a Director

1. Grounds for Removal

- a. Directors may be removed for failing to meet attendance, participation, ESS Community Guidelines, and fulfill requirements outlined in Embark's policies.

2. Procedure

- a. The Chair must discuss the Director's missed commitments or violations with them, involving both Executive Co-Directors if necessary.
- b. If the discussed issues persist, the Chair may initiate a vote for removal.

3. Voting

- a. A resolution for removal requires a two-thirds (66.7%) majority vote by the Board.

4. Notice and Response

- a. The Director must receive at least three (3) days' written notice before the removal procedure meeting, including the reasons for removal.



- b.** The Director may respond in person or in writing at the meeting.
- 5. Final Decision**
 - a.** The Board’s decision is final and will be documented in the meeting minutes.



Operational Policies

O.P 01 Associate Membership Policy

Implemented	November 7, 2018
Last Revision	January, 2025
Review	January, 2026

Statement of Purpose

The Embark Sustainability Society (ESS) has a mission to empower student sustainability leadership, through new experiences and mentorship. This policy outlines how individuals who are not ordinary members, such as recent graduates and members of the professional community, may become associate members of the society and participate in this mission. The intent of this policy is to:

1. Facilitate knowledge-sharing amongst ESS members with diverse experiences and backgrounds;
2. Provide an opportunity for post-graduation engagement and participation in the ESS; and
3. Promote sustainable practices and learning throughout Simon Fraser University.

Refer to the [ESS Bylaws Section II.2](#) for the definition and rights of Associate Membership

Associate Memberships

To become an associate member of the ESS, a donation is required:

- **\$20 minimum donation** for a 12-month membership
- **\$10 recent alumni rate** for a 12-month membership

Associate memberships can be requested at any time, but the official start date will be the first day of the month in which the request is made.

Recent Alumni Membership

The recent alumni membership rate is available only to SFU graduates who were general



members of the ESS. This alumni membership must be requested within 12 months of ending general membership (refer to [ESS Bylaws Section II.5.a](#)).

The maximum duration of recent alumni membership is 12 months. After this period, membership can continue as an associate member, with the standard membership fee.

Payment Processing

The procedure options for processing Associate membership payments are as follows:

1. ESS Website

- Individuals can complete the membership form and payment through the ESS Website payment webpage, which will send an automated confirmation email with membership details once processed.

2. Alternative Method

- Individuals may reach out to ESS staff directly at info@embarksustainability.org to discuss and arrange an alternative payment method.
- Once an agreed payment method is arranged and processed, ESS staff will provide the Associate member with confirmation and membership details.

Records

Individuals who purchase Associate Membership must be kept on record. These records must include their full name, email, date purchased and amount paid.

Associate Membership Privileges

- All ESS members may access all events, facilities and programming that are available to general members.
- Associate members may run for election to the Board of Directors. Up to two director positions are available to associate members.
- All ESS members can participate in ESS committees or volunteer in ESS-run programs.

Cessation of Membership

Should an associate or alumni member wish to leave the ESS for any reason, they shall inform a current Director of Development in writing [either by letter or email], stating their wish to revoke their membership. Refunds will not be disbursed for any donations received.



O.P. 02 Non-Partisanship Policy

Implemented	November 19, 2012
Last Revision	February 26, 2024
Review	February 2025

Statement of Purpose

The Embark Sustainability Society (ESS) supports active citizen involvement in the electoral process. ESS encourages members to participate in electoral politics and especially to vote.

ESS also recognizes and supports non-electoral political involvement, including non-violent direct action, and the right of individuals to not participate in electoral politics.

Notwithstanding the above, ESS will not endorse candidates for public office, political parties, or elected officials.

ESS will not use its name or conduct activities to support a political party or candidate for public office. However, ESS may evaluate, comment on, and/or support party or candidate positions as they relate to our mission.

ESS will not engage in the internal matters of a political party or campaign for public office.

ESS will not share any personal information about our membership, staff, or volunteers with candidates for public office, political parties, or elected officials.

ESS will not discriminate against or impede the involvement of any member, staff, or volunteer because of partisan affiliation, candidacy, or public office.



O.P. 03 Diversity and Inclusion Policy

Implemented	February 15, 2018
Last Revision	N/A
Review	September 2018

About

Embark is an independent, student-led not-for-profit organization based out of Simon Fraser University that empowers the next generation of student sustainability leaders. Our mission is to engage SFU student members in change making and inspire them, for a future where all students actively cultivate sustainable communities both on and off campus. Our mission and vision are about helping people and communities grow and prosper. We strongly believe that diversity and inclusion values should be intrinsic to the organization and every action we carry out

Inclusivity Hiring Statement

At Embark, we strive to support staff in being themselves and exploring what that means within the context of our work. We do this by fostering a work culture that enables self-expression and exploration and honoring individuals' understandings based on the combination of their background, claimed and unclaimed identities, and experiences.

This is important because we believe perspectives that forward multiple truths will strengthen sustainability solutions while challenging normative assumptions of who possesses knowledge and which approach is best. We assert that systems change requires various ways of thinking. If you share these values, we strongly encourage you to apply to be part of our team.

Diversity, Inclusion & Growth

As Embark currently represents over 35,000 undergraduate and graduate students at Simon Fraser University at its three campuses, its member base is diverse and vibrant. For Embark, diversity is defined as a particular aspect of people or groups, that separate them from one another. Embark is committed to fostering a diverse space where individuals are treated with respect regardless of their age, gender, sex, religion, race, sexual orientation, gender expression, gender identity, national origin, indigenous status, or physical disability.



Inclusion is the strategies or behaviours that are utilized to embrace diversity. Embark believes that it is important for everyone to be respected and valued. Thus, we are committed to offering all members, volunteers and staff equal opportunity to contribute to Embark in meaningful ways.

As our organization continues to grow, diversity and inclusion are key factors in the growth and success of Embark. These factors foster diversity of thought and perspective, which is valuable for an organization that tackles wide spread issues which affect many people.

Discrimination

There is a zero tolerance policy for members, volunteers and staff that discriminate on the grounds of age, gender, sex, religion, race, sexual orientation, gender expression, gender identity, national origin, indigenous status, or physical disability. Doing so may result in appropriate action, up to or separation. Responsibility of appropriate action are as follows:

Individual Exhibiting Discriminatory Behavior	Responsible Party
ESS Committee Members	Committee Chair or Board of Directors
ESS Committee Chair	Committee Members or Board of Directors
Directors	Chair of Board
Chair of Board	Entire Board of Directors and Executive Director
Staff (excluding Executive Director)	Executive Director
Executive Director	Board of Directors
Volunteers or Members	Program Manager with the support of the Executive Director if necessary



O.P. 04 Hiring Policy

Implemented	January 21, 2013
Last Revision	January, 2025
Review	January, 2025

Statement of Purpose

The Hiring Policy sets guidelines by which hiring shall be conducted by the Embark Sustainability Society (ESS) for contract or permanent employees. It seeks to establish a transparent and fair hiring process that will best suit the needs of the ESS and its membership. It outlines the responsible parties involved, job posting, interview methods, decision methods and ethical concerns that must be addressed during the hiring process as well as the expectations surrounding the reporting and documentation of the process. This policy applies to all staff positions, though the Board may develop a separate process for hiring Co-Directors.

1. Ethical Practices in Hiring

The ESS is committed to maintaining integrity, procedural fairness, and transparency in all hiring practices. Recruitment and selection processes shall prioritize merit-based evaluations and be free from favouritism, bias, and discrimination of an individual's background, claimed and unclaimed identities, and experiences. While the hiring committee will give preference to ESS members for all positions except the Co-Director roles as per Section 6 (a) of this bylaw, this practice reflects the organization's commitment to supporting its community and prioritizing opportunities for its members.

2. Hiring Committee

- a. A hiring committee shall be formed by either Co-Director upon a need for hiring of any employee.
- b. Separate committees shall be formed for each hiring, determined by the respective manager overlooking the position.
- c. Every committee shall have an explicit mandate and rationale.

3. Position Description and Promotion

- a. Employment opportunities will be communicated on our website, social media, with SFU Career Services, and individual student groups, as appropriate unless the Co-Director wishes to renew staff contracts.



- b. Position descriptions must include a closing date. Positions must be posted for at least two weeks before the closing date.
- c. If no suitable applicants have submitted documentation within this timeframe, the closing date may be extended up to two weeks.

4. Application Requirements

- a. Applicant requirements must be clearly communicated in the position description.
- b. Resumes and all accompanying documentation must be submitted by the date and time outlined in job posting. Documentation shall be requested in electronic format and delivered via e-mail or equivalent.

5. Interview Process and Expectations

- a. Interviews shall be conducted by members of the hiring committee.
- b. Interviews may be conducted over video conference.
- c. Interviews shall work to develop an understanding of individual abilities, skills, perspectives, and individuality.

6. Selection Process

- a. The hiring committee will give preference to ESS members applying for all positions other than the Co-Director positions.
- b. The hiring process shall adhere to the conflict of interest policy.
- c. All applications shall be reviewed in a reasonable timeframe and a shortlist of candidates developed.
- d. Shortlisted candidates shall be contacted within a reasonable timeframe and interviews scheduled.
- e. Ordinarily, the Hiring Committee shall select the final candidate and notify the Board of their decision. In special circumstances, the Board may maintain final decision making authority when approving the Hiring Committee's mandate.
- f. Decision-making in the hiring process must be non-discriminatory in accordance with the Diversity and Inclusion Policy. All applicants are to be given equal opportunity to apply and demonstrate their aptitude for the position.

7. Employment Agreement Requirements

- a. Employment agreements shall be drafted by the hiring committee and include: a term of employment, hours of work, pay rate and schedule, benefits and job expectations.
- b. Compensation shall not exceed pay rates set out by the Board unless specifically authorized by them.
- c. Compensation shall not exceed the payroll budget established by the Board unless explicitly authorized by the Board. The budget for payroll is determined based on



the Board's review of the annual budget.

8. Documentation Requirements

All stages of the hiring process shall be documented and held by the society for internal purposes, in accordance with any applicable laws. All documentation shall be made available to the Board of Directors prior to any motion being added to a Board meeting agenda.



O.P. 05 Advocacy Authority Policy

Implemented	October 23, 2013
Last Revision	February, 2025
Review	February, 2027

Statement of Purpose

The Embark Sustainability Society (ESS) has a vision of an engaged campus community of students, faculty, and administration that collaborate in advancing environmental, social, and economic sustainability. This policy establishes guidelines for ESS’s advocacy and external engagement, ensuring alignment with our mission while respecting members, the SFU campus community, and the wider community.

As a student-led organization serving a diverse population, ESS is committed to being actively anti-racist and works toward dismantling the systems of oppression that contribute to anti-Blackness, anti-Indigeneity and white supremacy.

Definition of Advocacy

Advocacy is generally defined as the act of speaking or arguing in favour of something.

1. Purpose

The purpose of the ESS Advocacy Authority Policy is to:

- a. Ensure the advocacy actions of the ESS are in line with the mission to **“create a hub that empowers and resources SFU students and allies in their sustainability journeys”**;
- b. Advocacy efforts are effective and resource efficient;
- c. Define who, when, why, and how staff and directors engage in advocacy related activities on behalf of the ESS;
- d. Encourage board members, advisors, committee members, staff, volunteers, stakeholder organizations, concerned individuals and other community or professional organizations to bring advocacy issues to the attention of the Relations Committee and subsequently to the Board of Directors.



2. Advocacy Activities

Advocacy activities undertaken by the ESS may include, but are not limited to:

- a. Signing and/or sending letters on behalf of ESS, with a request for action or a response;
- b. Creating and/or publishing written statements for media, newspapers, other websites, and external blogs;
- c. Speaking on behalf of the ESS for radio, television, social media, or at a special event;
- d. Meeting with external groups, key decision makers, and member groups;
- e. Communicating the collective opinions and/or advocacy actions of the ESS via the ESS's social media streams, including Twitter, Facebook, Instagram and website.

3. Priority Advocacy Areas

The priority advocacy areas, as set out by the ESS, include: Food Justice, Equity and Climate.

Advocacy activities already undertaken by the ESS include, but are not limited to:

- a. Food justice and equity
 - i. Indigenous Food Sovereignty
 - ii. Sustainable Food Growth
 - iii. Student food security
 - iv. Personal and cultural connections to food systems by promoting equitable and sustainable food production, distribution, and access
- b. Climate justice and equity
 - i. An equitable and just future for generations to come
 - ii. Addressing disproportionate climate change impact towards marginalized communities
 - iii. Bridge climate science and social justice through knowledge mobilization and institutional advocacy
- c. Sustainability in SFU facilities/operations;
- d. Pipelines and fossil fuel projects (E.g. Trans Mountain Pipeline Expansion); and
- e. Wellbeing of members

4. Considerations

All ESS advocacy activities of medium to high risk or pressing matters falling outside of our priority advocacy areas (based on staff's judgment/[advocacy request flowchart](#)) will be reported to the Relations Committee or the larger Board of Directors, which will assure that activities adhere to the policy. Concerns about advocacy authority and activities will be first



addressed at the Relations Committee and brought to the Board for information and decision-making where appropriate.

5. Advocacy Opportunities and Risk Mitigation

Any advocacy opportunities that are outside the outlined priority advocacy areas or deemed high risk by the [advocacy request flowchart](#) must be approved by the Board before staff and volunteers engage with them. Any low or medium risk advocacy requests can be addressed by ESS staff without Board approval.



O.P. 06 Member Opt-Out and Fee Refund Policy

Implemented	June 13, 2013
Last Revision	October, 2025
Review	October, 2026

Statement of Purpose

This policy outlines the guidelines for refunding membership fees to general student ESS members. Members who receive a refund will lose their ESS membership and access to member services, including the Embark Studio Space, volunteer opportunities offered through ESS programming, events, workshops, and resources. Associate members are excluded from this policy and shall refer to the [Associate Membership Policy](#) for termination details.

Fee Refund Dates and Instructions

Members requesting a fee refund must adhere to the following:

- a. All members may request a full fee refund within the first 15 days of each semester. Refunds may be provided later in the semester at the discretion of the Executive Director of Development.
- b. To request a refund, members must fill out this [form](#). For any questions regarding the opt-out process, members can contact the Executive Director of Development email account. Contact information can be found online at <http://www.embarksustainability.org/>.
- c. No individual can collect a fee refund on behalf of a member. Should a member be unable to receive the refund in person due to medical, family, or any other unforeseen emergency, another individual may collect a fee refund on that member's behalf at the discretion of the Director of Development.

Documentation Requirements

Any student seeking a refund will be required to present the following documents:

- a. Proof of registration (including evidence of full or part time status)
- b. SFU Student Number



Fee Refund Amounts

Fee refund amounts shall be as follows (effective Spring 2025):

- Full-time Students (SFU Graduate & Undergraduate) : \$3.50 per semester
- Part-time Students (SFU Graduate & Undergraduate) : \$1.75 per semester

Fee Refund Procedure & Documentation

- a. To receive a refund, members may request to have it mailed by cheque or schedule an in-person pickup at the ESS office.
- b. ESS staff will maintain a record of students who opted out, confirming that they have rescinded their membership, relinquished their rights to access Embark services and benefits, and have received a refund of their fees.
- c. ESS staff will track all refunds distributed within the past five years. This list shall include:
 1. Name of individual to which the refund was provided
 2. Student number
 3. The amount refunded
 4. The date and, if applicable, term of refund
 5. Rationale for refund (where possible)



O.P. 07 Overtime Policy

Implemented	November 17, 2018
Last Revision	June 27, 2023
Review	June 2024

Statement of Purpose

Embark staff are required to self regulate their work hours each week, balancing and adjusting their work hours to fit within their designated number of hours as stated in their contract. This policy outlines the steps taken should staff fail to self regulate their work hours.

Definitions

Overtime	Work completed outside of predetermined regular working hours as stated in staff contract.
Overtime Pay	Monetary compensation for work completed in excess of predetermined work hours in contract.

Managing Hours

Outline

Staff are expected to work the designated number of hours outlined in their contract.

- a. If staff anticipate the need for overtime, they must notify the Executive Director(s).
- b. The Executive Director should be notified prior to overtime, or before the end of the week in which overtime was worked.
- c. If overtime occurs in any given week, staff are expected to reduce their work hours the following week by the number of overtime hours in the previous week.
- d. Staff are expected to minimize overtime work.
- e. The staff and Executive Director should maintain open communication about their workload that is creating the need to work overtime hours.

Example

If your contract states a 20 hour work-week and you work 25 hours in any given week, you are expected to reduce the number of work hours by 5 in the following week for a total of 15 hours.



Unauthorized Overtime

In the event that staff fail to self regulate their work hours or fail to notify the Executive Director in advance about overtime hours the following steps may be taken in the given order:

1. The Executive Director will be responsible for first discussing the importance of balancing and managing workload.
2. Should self regulating hours remain an issue for staff, the Executive Director may implement a set schedule for staff to assist them in managing their own workload.
3. The Executive Director may set mandatory days off for staff.
4. In the event where staff are still unable to self regulate their own hours, this is grounds for termination at the Executive Director's discretion.

Overtime Pay

Staff will not be paid overtime pay in excess of their regular hourly rate (i.e. staff will be paid their hourly wage if overtime) unless

- a. Staff works more than 8 hours in a given day or staff works more than 40 hours in a given week; and
- b. Otherwise stated in the BC Employment Standards Act.



O.P. 08 Transportation Reimbursement Policy

Implemented	June 21, 2016
Last Revision	January, 2020
Review	January, 2021

Statement of Purpose

This policy outlines the reimbursement of expenses for transportation incurred by contributors of Embark Sustainability Society (the “Society”). The Society will reimburse all out-of-pocket, Society business travel and related expenses that are recognized as legitimate, reasonable and appropriate. This policy is based on the principle that individuals should neither gain nor lose personal funds based on travel assignments, and that those individuals working for the Society should be incentivized to use sustainable modes of transportation when performing their work-related duties.

Definitions

- **Contributors** - Individuals that perform or contribute work to Embark Sustainability Society and that are recognized as doing so by the Executive Director or Board of Directors. This includes the following: full and part-time staff, volunteers, and Directors, and does not include contractors.
- **Full-time staff** - Employees of the Society that work, according to their contract, an average of at least 30 hours per week.
- **Business commute** - A business commute is one in which an employee, Director, or volunteer commutes, out of necessity, to a place of work other than the Society’s offices in the performance of his/her necessary duties for the Society. Commutes from home to place of work are not considered business commutes unless it is necessary to transport tools for work that cannot be feasibly brought on public transit; in which case the commute is considered a business commute.

General

It is both the claimant’s and approver’s responsibility to ensure that the expenses have been incurred for legitimate Society business purposes; are reasonable in the context of the Society business activity; and are in accordance with this policy.



The reimbursement amounts outlined in this policy do not override any amounts that may be contained in employee contracts that were approved by the Board of Directors.

Costs associated with transportation not explicitly addressed within this policy (e.g. parking) are covered by the Society's Spending Authorities Regulation and annual budget.

Submission of claims

It is the claimant's responsibility to ensure expenses incurred are reasonable, and that claims for reimbursement are for actual out-of-pocket expenses that were incurred for legitimate Society business.

Claims made by volunteers or staff should be submitted to the Executive Director. Claims submitted under reimbursement category A must contain a completed transportation reimbursement form that details the purpose and distance of the travel(s). Claims under reimbursement category B require original receipts.

Claims should be submitted within four (4) months of the date the expense was incurred. Claims submitted after this period will be reviewed by the Board of Directors, and reimbursement will require the approval of the Board of Directors.

Executive Director Transit costs

The Executive Director will purchase their monthly transit pass - if one is needed - with the organization's credit card. Monthly transit pass purchases will be reviewed by the Finance and Audit committee each month. When the Executive Director's contract has finished, they are required to transfer the account linked to the transit pass to the Board of Directors.

Methods of payment

Reimbursements will be paid via cheque with the signatures of two signing authorities. Up to 6 reimbursements can be pre-authorized by the board, provided the 6 cheques are presented in a report to the Finance and Audit committee.

Reimbursement Categories

Category A: Per kilometre reimbursements for business commutes when an individual uses their private vehicle or public transportation (e.g. trips to off-site events where private or public transportation is necessary; the shuttling of goods or materials for the Society from one location to another)

Category B: Reimbursements for ordinary commutes from home to work (and vice versa) using public modes of transportation (e.g. bus; boat; rail; gondola).

Category C: Reimbursements for ordinary commutes from home to work (and vice versa) using a non-motorized bicycle.



Reimbursement Amounts

Reimbursement Category	Travel	Reimbursement Amount	Terms
A	Private Vehicle	Electric: \$0.XX/kilometer	Only applicable to business commutes; Reimbursement requires approval by the Board of Directors. Contractors can be reimbursed under the discretion of the board.
		Combustion: \$0.54/kilometer	
	Public Transportation	100% of public transit fare	
B	Public Transportation	Up to \$126/month	Full-time staff that do not have access to a student U-Pass; Signing authorities are authorized to reimburse claims; Not combinable with C
C	Bicycle	\$50/month	Full-time staff that do not have access to a student U-Pass; Signing authorities are authorized to reimburse claims; Not combinable with B; U-Pass holders exempt



O.P. 09 Contract Renewal Policy

Adopted	October 28, 2019
Last Revision	January, 2025
Review	January, 2026

Statement of Purpose

The Contract Renewal Policy sets guidelines by which contract renewals shall be conducted at Embark Sustainability Society. Contract Renewals offer continuity within the cyclical structure of ESS, allowing for longer-term contributions from staff members who embody the mission and vision of ESS. This minimizes time spent training new staff, and allows the ESS team to become more experienced.

Renewal Process

Executive Co-Directors

1. A motion presented by a Board Director to renew an Executive Co-Director’s contract must be submitted a minimum of three (3) months prior to the Executive Co-Director’s contract end date. There is no limit to the number of times their contract may be renewed.
2. Renewals are granted for a term of one (1) year, with the possibility of subsequent renewals subject to performance evaluations and Board approval.
3. The Board of Directors is required to thoroughly review the Executive Co-Directors’ performance through the use of the Executive Co-Director evaluation forms as well as examples of the Executive Co-Director’s work at ESS.
4. The employee will be offered:
 - a. At the time of the first renewal: a 3% percentage increase in pay unless inflation is 2.5% or more, in which case the Board of Directors will decide on a raise appropriate to current inflation.
 - b. In all years following the first contract renewal: pay will be annually adjusted according to the Consumer Price Index (CPI) plus 0.5%, up to a maximum of 3.75%. CPI shall be calculated as the 12 month-change for the most recent available month for the Province of BC.

Part-Time Staff

1. In cases where part time staff have a specialized set of skills or knowledge and/or

historical knowledge of the organization which is of particular value to Embark, there is no limit to the number of times their contract may be renewed.

2. If the Executive Co-Director would like to renew a part-time staff member's contract, they must notify the board a minimum of three (3) months prior to the staff member's contract end date.
3. The Executive Co-Directors must present a fair and unbiased case to the board at their own discretion or at the request of a Director with reasons for contract renewal no less than two (2) months prior to the contract end date.
 - a. The case must address the employee's performance, their strengths and weaknesses and areas for improvement.
 - b. The case must include examples of work throughout the employee's time with the organization.
4. If the employee's contract is not renewed, they must be notified no less than five (5) weeks in advance prior to the end of their current contract.
5. Part time staff are classified as those staff working under 30 hours per week.
6. At the point of renewal, the employee will receive:
 - a. a 3% percentage increase in pay, unless inflation is 2.5% or higher, in which case the Board of Directors will decide on a raise appropriate to current inflation.

Voting

1. A successful vote for a Staff (full-time and part-time) contract renewal requires both a majority vote from the Board of Directors (Majority is defined as more than half of the current members) as well as an Executive Co-Directors' vote in favour.
2. A successful vote for an Executive Co-Director's contract renewal requires a majority vote from the Board of Directors.



O.P. 10 Maternity and Parental Leave Policy

Implemented	July 19, 2021
Last Revision	January, 2025
Review	January, 2027

Statement of Purpose

To create a policy regarding the process by which parental leave can and shall be granted to employees of Embark Sustainability Society when such circumstances are necessary.

1. Leave of absence shall be granted to the eligible Employee for a maximum of eighteen (18) months for the purpose of maternity and parental leave. Two (2) months prior to the commencement of the leave, the eligible Employee must notify the Employer in writing of the start date of such leave. The eligible employee must also provide two (2) months' notice to the Employer in writing of their intention to return to their normal duties of employment, including requests for contract extension, contract termination, or notification of an extended parental leave. The Employer will continue to pay on behalf of the eligible Employee all premiums for benefits currently in effect prior to their leave for the duration of the leave. This clause shall normally apply after one (1) completed year of service.
2. An eligible Employee absent on parental leave shall not accrue seniority, vacation, or wellness days during their leave period. Accrual of these benefits will be paused and will resume upon the Employee's return to work.
3. Upon the commencement of the leave, the remaining time left in the eligible Employee's contract will be paused, and will resume upon the Employee's return to their normal duties of employment.
4. In the event of changes to the Maternity & Parental Leave policy, the eligible Employee will be given the option to continue following the original policy or the updated policy.



O.P. 11 Staff Classification Policy

Adopted	June 26, 2024
Last Revision	June 26, 2024
Recommended Review	June 2026

Statement of Purpose

The purpose of the staff position classification policy is to create further transparency in Embark Sustainability Society’s hiring and staffing practices, ensure a level of parity in expectations and total rewards for individuals working in similar positions, as well as create the conditions for clarity and predictability in budgeting for position creation or renewal.

Definitions

Staff Position Classification is defined here as the broad expectations set regarding work hours, general responsibilities, supervision, benefits, and total rewards that internal and external candidates can expect to be associated with a given title or position-type at this organization. While creating stated expectations for each position-type can help to ensure transparent hiring and working conditions, the scope of expectations associated with each position-type should remain as broad as possible to allow for variance and adaptation to the specific needs of positions or staff members.

Staff Position Classifications

The expectations of each position are currently as follows:

Co-Director	<ul style="list-style-type: none"> ● Typically full time salaried (Embark’s standard work week x 1) ● Typically a three year contract ● Medical benefits, wellness days, vacation, and bereavement leave as per Staff Benefits Endowment Policy ● 2-Zone Transit Pass or as per Transit Reimbursement Policy ● Supervises staff (managers and coordinators) ● Signing authority for the organization ● Credit card authorization ● Proposes organization-wide budget to board ● Accountable to the board
-------------	---



<p>Manager</p>	<ul style="list-style-type: none"> ● Typically half-time salaried (Embark’s standard work week x 0.5) ● Typically a two year contract ● Medical benefits, wellness days, vacation, and bereavement leave as per Staff Benefits Endowment Policy ● Transit reimbursement for work travel as per Transit Reimbursement Policy ● Supervises volunteers ● Proposes annual budget for their own portfolio ● Accountable to co-directors
<p>Coordinator</p>	<ul style="list-style-type: none"> ● Quarter-time hourly (Embark’s standard work week x 0.25) ● eight month to one year contracts ● 5 paid sick days or as per provincial law requires ● Student-specific role with learning components (project management, group facilitation, event facilitation) ● Supervises volunteers ● Executes regular program delivery and one-off events ● Accountable to co-directors
<p>Volunteer</p>	<ul style="list-style-type: none"> ● Includes cohorts, collectives and other volunteer initiatives ● Hourly commitment, typically varying from 2-5 hours a week ● Support day-to-day programming and one-off events ● Student-specific role with learning components (climate/food justice, garden literacy, group facilitation, etc) ● Occasionally supports program delivery ● Accountable to managers and/or coordinators

Revising and Updating Staff Position Classifications

Staff Position Classifications can and should be reviewed and updated as deemed necessary by directorial staff, but at a minimum of every two years to ensure Embark Sustainability Society is doing all it can to provide just and equitable working conditions. Additional reviews can be undertaken by Directorial staff at the request of staff members, the Board of Directors, or membership at large. Reviews and suggested updates will be submitted to the Board of Directors for oversight and final approval.



O.P. 12 Staff Benefits Endowment Policy

Adopted	June 26, 2024
Last Revision	June 26, 2024
Recommended Review	June 2026

Statement of Purpose

The purpose of the staff benefits endowment policy is to create further transparency in Embark Sustainability Society’s benefits and rewards disbursement, ensure a level of parity in expectations and total rewards for individuals working in similar positions, as well as create the conditions for clarity and predictability in budgeting for benefit renewal.

Definitions

Benefits offered by Embark Sustainability to relevant staff classifications include extended health coverage, vacation, wellness days, and bereavement leave. As benefits are added, removed, or updated, this policy will be updated forth with. Staff classifications eligible for benefits and rewards are as listed in the Staff Classification Policy.

A **Day** as calculated towards total benefits and rewards is defined for all employees as the average total hours per week an employee works divided by five, no matter how many days a week or length of work day an individual typically works.

Similarly, a **Week** is equivalent to the average total hours per week an employee works, or as five days added together.

Benefits Expectations for Staff

Vacation Days	All staff classifications receiving vacation will be allotted 15 days per calendar year at the start of their first contract, with an increase in vacation depending on the length of contract and renewal. For contracts shorter than one year, this vacation allotment will be prorated. Any vacation entitlement not used by the contract start date each year shall be forfeited without compensation to staff, with the following exceptions: the staff member may bank up to 10 days for the following year, but this cannot be transferred for more than one year, and must be taken as vacation.
---------------	--



Wellness Days	All staff classifications receiving wellness days will be allotted 12 days per calendar year prorated. The reason(s) staff members use their wellness days is not mandated to be disclosed to Embark Sustainability Society.
Bereavement Leave	All staff classifications receiving bereavement leave shall be entitled to up to five days of paid bereavement leave each calendar year, if a staff member's loved one has died.
Extended Health	All staff classifications receiving extended health coverage will receive our standard group policy as provided by Pacific Blue Cross, including Medical & Dental Coverage and a Health Spending Account.

Revising and Updating Staff Benefits

Staff benefits can and should be reviewed and updated as deemed necessary by directorial staff, but at a minimum of every two years to ensure Embark Sustainability Society is doing all it can to provide just and equitable working conditions. Additional reviews can be undertaken by Directorial staff at the request of staff members, the Board of Directors, or membership at large. Discretionary benefits are subject to change, without compensation, upon providing affected staff with 60 days written notice of that change and providing that any change to those benefits is taken generally with respect to other staff and does not single out any one staff member.



O.P. 13 Studio Security Policy

Implemented	August, 2024
Last Revision	August, 2024
Review	August, 2026

Statement of Purpose

Embark Sustainability Society is committed to ensuring that our space remains safely accessible to our volunteers, coordinators, board members, and staff while maintaining limited access for others. To support operational success and efficiency, it is important that our office space and equipment are secure and remain available for use by those involved with Embark. Access to the space will be restricted to ensure that it remains a safe and functional environment for everyone directly engaged with our work.

Definitions

Working alone: When an Embark staff member or board member is working in Embark Studio without another Embark Board or staff member physically present with them in the Embark Studio space.

Guests: Anyone who is not a board member, volunteer, coordinator, or staff.

Access and Security Procedures

1. Embark Studio Code:

- The code for the Embark Studio is restricted to Embark staff, coordinators, volunteers, and board members. The code should be updated twice a year by a Co-Director.
- Guests may only enter the studio when a board member, volunteer, coordinator, or staff member is present.

2. Office Door Security:

- Office doors should be locked outside of office hours and when a Embark staff member is working alone in the Embark Studio. Or, outside of these conditions, it is up to staff members' own discretion on what actions to take to ensure safety of person and items.
- If Embark staff or board members are working alone during office hours, the Embark Studio door should be closed and locked if the Embark Staff or Board



member is stepping outside of the Embark Studio space for any reason and any duration.

3. Personal Belongings and Equipment Security:

- a. Embark is not responsible for the well-being of the personal belongings of Embark board members, coordinators, staff, volunteers, event participants, or other visitors whether in the Embark Studio or at Embark events.
- b. Items such as: camera equipment, electronics, appliances, office equipment, petty cash, and donation jars must be secured. Sensitive items, including cash, media equipment, and donation jars will be stored in the Co-Director’s office.
- c. No items of importance shall be secured in the multi-purpose room.



O.P. 14 Accessibility Policy

Implemented	February, 2025
Last Revision	February, 2025
Review	February, 2026

Statement of Purpose

The ESS is committed to creating an inclusive and accessible environment where all members, staff, guests, and all other community members can fully participate in programs, events, and decision-making processes.

This policy establishes guidelines to:

- Ensure equitable access to ESS spaces, resources, and opportunities.
- Remove any barriers to participation for individuals with disabilities and other accessibility needs.
- Build an inclusive and respectful community space and continuously improve ESS accessibility efforts.

Definition of Accessibility

Accessibility refers to the design of programs, events, spaces, and communications that allow all individuals to fully engage and participate regardless of ability and other barriers.

1. Physical Accessibility

- a. Events will be held in wheelchair accessible venues and spaces whenever possible.
- b. Seating, clear pathways, and accessible restrooms will be prioritized.
- c. Accessibility information will be communicated in event promotions.

2. Digital Accessibility

- a. The ESS website, social media, and other online materials will offer alt-text, captions, and plain language whenever possible.



3. Program & Event Accessibility

- a. Remote participation options will be made available upon request whenever possible
- b. ASL interpretation, captions, and other accommodations will be available upon request.
- c. Events will accommodate for flexible participation, encouraging participants to take breaks and providing quiet places to access whenever possible.

4. Financial Accessibility

- a. ESS programming and events will be free for members, and or low-cost donation or guest participants encouraged
- b. Any program, event, or associate membership fees can be waived upon request by an individual to ensure participation.

5. Inclusive Communications

- a. ESS will use inclusive and accessible language, recognizing that participants may have diverse communication needs, preferences, and language backgrounds.

6. Accommodation Procedure

- a. ESS will provide participants with the opportunity to share their accessibility needs privately prior to an event or programming.
- b. All accessibility requests will be responded to promptly and staff will collaborate with the individual or group in finding a solution.

7. Continuous Improvement

- a. ESS staff and the Board will integrate accessibility efforts into all planning and operations.
- b. Members can report any concerns confidentially to the Chair, a staff member, Executive Co-Directors, or a Board Member. Reports will be addressed promptly and collaboratively, to ensure that the appropriate action is taken to improve accessibility.



Financials

F.P. 01 Responsible Investment Policy

Implemented	August 12, 2015
Last Revision	February 26, 2024
Review	February 2025

1 - Preamble

This statement of investment policy is adopted by the Board of Directors of the Embark Sustainability Society (ESS) to provide for the creation of, and guidelines for the management of, various funds held by the organization. These policies supersede any and all prior actions regarding investment policies. For the purposes of managing investment risk and to optimize investment returns within acceptable, low risk parameters, we have an operating reserve fund; for more details, please refer to the Operating Reserve Fund Policy.

2 - Procedures

I. The following procedures will be followed to ensure the investment policy statement is consistent with the mission of the ESS and accurately reflects current financial conditions:

- A. The Finance and Audit Committee shall review this investment policy annually.
- B. The Finance and Audit Committee will recommend any changes in this policy to the Board of Directors.

II. The following procedures will be used to determine the dollar amounts to be placed in the each of the various funds.

- A. The Finance and Audit Committee will recommend the dollar amounts to the Board of Directors to be held in the Short-term Reserve Fund



3 - Short-term Reserve Fund

Purpose

The purpose of the Short-term Reserve Fund is to meet the expenses occurring as a result of the unanticipated activities and to improve the return of the funds held for expenditure for up to five years.

Investing Objectives

The investment objectives of the Short-term Fund are:

1. Preservation of capital in a sustainable manner;
2. Liquidity; and
3. To optimize the investment return within the constraints above.

4 - Investment Guidelines

Allowable Investments

The Executive Director and Treasurer if authorized by the Board of Directors will invest the Short-term Fund as follows:

1. Cashable Term Deposit
2. Short Term Deposit

(No investments shall be made in oil, gas, or coal companies.)

Maturity

The maximum maturity of any investment shall be 5 years.

Maturity to align with major expenditures in September and April.

Reporting

The Executive Director or their designee shall prepare the following reports for presentation on at least a quarterly basis to the Board of Directors:

1. Schedule of Investments which includes schedule of performance since purchase of last 5 years;
2. Interest Income year to date;
3. Current yield.



F.P. 02 Operating Reserve Fund Policy

Implemented	February 15, 2018
Last Revision	N/A
Review	April 2020

Definitions

- **Internally Restricted Operating Reserves** - Amounts reported in the unrestricted net assets section of the balance sheet and identified as Internally Restricted Operating Reserves
- **Financial stability** - Financial stability for not-for-profit organizations includes maintaining operating reserve ratios at levels adequate for preserving the capacity of not-for-profit organizations to deliver on their missions for a reasonable period of time in the event of unforeseen financial shortages.
- **Unrestricted Net Assets** - The part of net assets of a not-for-profit organization that is neither permanently restricted nor temporarily restricted. Unrestricted net assets are created through annual surpluses.

Statement of Purpose

The Responsible Investment Policy created under the ESS Board of Directors designates an Internally Restricted Operating Reserve Fund at its February 15th, 2018 board meeting. This policy supersedes any and all prior actions regarding investment policies. The purpose of the fund is to help ensure the long-term financial stability of the organization and position it to respond to various economic conditions and changes affecting the organization’s financial position and the ability of the organization to continuously carry out its mission.

ESS will maintain a Internally Restricted Operating Reserve Fund to achieve the following objective(s):

1. To enable the organization to sustain operations through delays in payments of committed funding and to accept reimbursable contracts and grants without jeopardizing ongoing operations;
2. To promote public and funder confidence in the long-term sustainability of the organization by preventing chronic cash flow crises that can diminish its reputation and force its leaders to make expensive short-term, crisis-based decisions;



3. To create an internal line of credit to manage cash flow and maintain financial flexibility.

Internally Restricted Operating Reserve Fund Balance

The target amount to be attained and maintained for the Internally Restricted Operating Reserve Fund is \$20,000, representing approximately 8% of annual operating expenses of \$270,000, or about 1 month of expenses on average. To establish the Operating Reserve Fund, the ESS Board of Directors has designated \$1000 of existing accumulated unrestricted net assets as the beginning balance of the fund in a 1 year cashable 90 day lock-out. The remaining \$19,000 is to be funded over the next 10 fiscal years in increments of \$1,900 through funding strategies incorporated into ESS's annual capital budget.

Use of the Internally Restricted Operating Reserve Fund

The Executive Director may access up to \$10,000 for purposes as outlined above, as long as the amount is repayable in its entirety within 90 days from sufficient accounts or grants. The Executive Director shall notify the Treasurer through email, and the treasurer shall respond via email acknowledging and approving the access of the funds. The email records shall be printed and stored securely in a timely manner, with access given to the Board of Directors or auditors.

Any amount above \$10,000 and/or that cannot be repaid in 90 days requires a Board motion and approval from the Board of Directors. The Executive Director will submit a motion to the Board Chair and await approval from the Board of Directors.

The procedure for approving use of the Internally Restricted Operating Reserve Funds up to \$10,000 will be as follows:

1. Request submitted to Treasurer for purposes as outlined above via email.
2. Acknowledgement and approval from the Treasurer via email.
3. Notification of action taken to the Board of Directors.
4. Printed communications from the steps above will be stored securely.

The procedure for approving use of the Internally Restricted Operating Reserve Funds above \$10,000 and/or that cannot be repaid in 90 days will be as follows:

1. Request submitted to Board Chair for purposes as outlined above via email.
2. Board Chair to include in a motion at the next Board meeting or via email.
3. Approval by the Board of Directors.
4. Request and approval or non-approval shall be recorded in the Board meeting minutes.



Management of the Internally Restricted Operating Reserve Fund

The Internally Restricted Operating Reserve Fund will be stored under a separate savings account from Embark's liquid net assets. Policies and procedures for handling deposits, reconciling statements, safeguarding access, etc. will be the same as established for any of the organization's other bank accounts. If feasible, the funds will be invested according to the guidelines set in the Operating Reserve Investment Policy.

The Operating Reserve Fund will be listed separately in the net assets section of the organization's statement of financial position as "Internally Restricted Operating Reserve" and longer-term borrowings from the reserve will be shown as a liability - "Due to Operating Reserve" - in internal financial reports.

Authorization of Draw-Down from the Internally Restricted Operating Reserve Fund

A draw-down from the fund that will not or cannot be replaced with operating funds in the timeframe established in "Use of the Internally Restricted Operating Reserve Fund" above, must be approved by a majority of the votes of a quorum present at a regular Board meeting, or by a 2/3 majority of the Board if such vote is conducted by other means. A record of such action will be maintained and be made a part of the Board meeting minutes.

Operating Reserve Shortfalls

If the Operating Reserve is and has been less than 75% of the targeted reserve level for two consecutive years, the Board of Directors, barring any exceptional circumstances, will adopt an operational budget that includes a projected surplus sufficient to rebuild the Operating Reserve Fund to its targeted reserve level over the following three years.

Responsibilities of the Finance and Audit & Governance Committee

The Finance and Audit Committee will receive reports on the Internally Restricted Operating Reserve Fund at its regular meetings from the Executive Director. The committee will ensure that the funds are invested prudently in accordance with the Operating Reserve Investment Policy, and works with the Executive Director to ensure that the funds are receiving an appropriate rate of return given the size of the reserve fund, the instruments in which it is invested, and other relevant factors.

The Executive Director, Finance and Audit Committee and Governance Committee Chair are responsible for jointly reviewing the Operating Reserve Policy every year to ensure the full understanding and compliance with regards to the policy.



The Treasurer will report the status of the Internally Restricted Operating Reserve Fund to the Board during Board meetings as part of the regular committee reports.



F.P. 03 Sustainable and Ethical Purchasing Policy

Implemented	June 11, 2013
Last Revision	August, 2022
Review	August 2023

Statement of Purpose

The Embark Sustainability Society aims to lead by example on behalf of its members and as a major partner within the Simon Fraser University community. The ESS continuously strives to demonstrate a commitment to sustainability and ethical conduct, which includes gestures towards decolonization, through choosing to purchase goods and procure services in as ethical and sustainable methods as possible.

Business

Wherever possible, the ESS will preferentially conduct business with companies that:

1. Are locally owned, or offer products that are locally sourced
2. Operate with low impact on the environment
3. Ensure high quality standard of labour for its employees (domestically and internationally) including fair-trade or worker-owned/coop produced
4. The ESS will maintain a list of Indigenous-led companies and seek quotes from at least one such vendor in situations where quotes are sought.
5. An honorarium will be offered when consulting with Indigenous people or communities.

Purchases

The ESS will preferentially purchase goods that are:

1. Local over imported or shipped from far distances
2. Organic or natural over industrially produced or synthetic and ESS will conduct due diligence in research to ensure that products/goods purchased adhere to the highest form of standards for people and planet
3. Reusable or compostable over non-biodegradable disposable
4. Previously used or recycled over new goods (with greater value placed on high post-consumer recycled content and "up-cycled" materials)



5. Designed to ensure a long lifetime (with greater value placed on quality over price) where relevant
6. Minimal in packaging (with greater value placed on reduced packaging over price, such as bulk)
7. Partnered with a charity or other cause that fits the general guidelines of this policy
8. Purchased from BIPOC-owned businesses
9. From small, ethical companies except in situations where accessibility needs preclude ESS from being able to prioritize supporting small, local companies

Restrictions

As a general rule, the ESS will actively choose not to purchase the following:

1. Any item that can be borrowed or rented for a reasonable cost
2. Paper goods with no recycled content
3. Single use disposable items that are not compostable
4. Items that have excessive packaging
5. Non-biodegradable service items or cleaning products



F.P. 04 Credit Card Spending and Usage Regulation

Implemented	August 7, 2013
Last Revision	January, 2025
Review	January, 2027

Statement of Purpose

The Embark Sustainability Society (ESS) is responsible to its members to pursue its mandate while simultaneously maintaining fiscal responsibility. To ensure fiscal responsibility the following regulation governs credit card usage by the ESS.

1. Credit Card Spending and Usage

At any given time the ESS shall have in its possession no more than two active credit cards, one per Executive Co-Director, unless there is an exceptional circumstance where an additional card is deemed necessary by an ED. The purchasing of goods or services by ESS credit card shall be conducted solely by the Executive Co-Directors.

All credit card purchases must adhere to the following:

1. All credit card transactions must be appropriately documented and bill payments made in a timely fashion.
 - a. Ordinarily, the balance of the credit card shall be paid off in full each month.
 - i. In extraordinary circumstances, a balance may be carried with prior written authorization from the Treasurer and one other Board Member.
 - ii. In all circumstances, the minimum payment must be made each month.
 - b. For individual payments, a receipt or invoice constitutes appropriate documentation.
 - c. For automatic payments, appropriate documentation constitutes:
 - i. an agreement with a vendor and;
 - ii. monthly statements of account
2. Spending limits on the ESS credit card shall be set such that they do not contravene bylaw limits on maximum allowance for borrowed funds.



3. The Society's credit card may only be used for legitimate purposes of the Society, these purposes may include:
 - a. Regular payments to vendors and service providers of the society;
 - b. Single payment expenses for purposes related to the society, the society's projects, or for budgeted expenses requiring immediate payment; and
 - c. Other purposes as determined by the ESS Board of Directors.
4. The Executive Co-Directors or designate shall immediately notify the ESS Treasurer of any irregularities in transactions.
5. Each month, an Executive Co-Director or designate shall reconcile the previous month's bank statement with our financial records and provide a reconciliation summary to the Finance and Audit Committee for review and approval.
6. All credit card purchases should be done in accordance with the Ethical Procurement and Spending Authorities policies of the ESS.



F.P. 05 Spending Authorities Regulation

Implemented	May 10, 2016
Last Revision	January, 2025
Review	January, 2026

Definitions

- **Initiate:** the committance of money in exchange the purchase of goods or services to the benefit of the Society.
- **Approve:** authorization of expenses by means of resolution of the Society’s Board of Directors.
- **Expense:** the purchase of or spending of money on a single item or unit of value to the Society, representative of a single line on the receipt of purchase.

Statement of Purpose

This regulation lists the account lines of the Society’s budget and establishes who can initiate spending from each of those lines. Spending that does not come from these accounts needs to be authorized by the Board of Directors [BoD].The BoD may authorize spending from any line. Account expenditures in excess of budgeted amounts must be approved by the Board.

Spending authority

The Executive Director has the authority to spend money from the Society’s accounts, in accordance with the Society’s annual budget and its policies. Spending is further subject to the limitations defined within this Spending Authorities Policy.

Limitations

Notwithstanding the above, expenses coming from the following budget lines must be initiated by the Board of Directors by means of resolution:

- Salaries, Wages, and Benefits

Expenses that exceed the following amounts require prior approval by the Board of Directors:



- \$1000 for individual honoraria
- \$2000 as the total payment per contractor/consultant
- \$2000 for professional development
- \$4000 for office supplies
- \$1000 for printing and finishing
- \$1000 for advertising
- \$2000 for promotional goods



Technology Policies

Implemented	June, 2018
Last Revision	January, 2025
Review	January, 2027

T.P. 01 Technology Policy

Statement of Purpose

Embark's email accounts and electronic devices are used to facilitate communication between volunteers, staff and anyone of interest to Embark in achieving organizational goals. This policy provides guidance to ensure that all email activity is within the organization's best interests.

Scope

This policy applies to all individuals who have access to Embark's email accounts and electronic devices paid for by Embark including but not limited to volunteers, board directors and staff.

Policy

1. Company Owned Electronic Devices
 - a. All devices including but not limited to, tablets, cameras and laptops, are to be used for work purposes only.
 - b. Any damage to devices that requires a monetary sum to repair or replace will be paid for by the organization.
 - c. All Apple devices will have AppleCare coverage purchased at the same time as new devices.
 - d. Alternative warranty for non-apple products, will be purchased as determined on a case by case basis.
2. Email Usage
 - a. All Embark email accounts are to be used only for communication purposes that are work related.
 - b. Harassment or discrimination is prohibited on Embark email accounts.
3. Email and Account Storage
 - a. All emails sent and received from Embark accounts are expected to be archived.



4. Email Accounts, Email Security and Device Security

a. Email accounts and email security

- i. All Embark email accounts and its contents will be guarded within reason by the respective account holders. Within reason entails that: no Embark email account is made freely available to those who are not authorized to access the account, and there will be a secure password on all Embark email accounts.

b. Device Security

- ii. All Embark devices will be properly secured with a password to ensure the organization's valuable information is not available to non-authorized individuals.
- iii. All Embark devices will be stored safely and securely always. This means that all Embark devices will not be left unattended without proper security, such as storage devices with locking mechanisms.

c. Account Access

- i. All emails sent and received from Embark accounts are property of Embark.
 1. Email accounts will be accessed by an Executive Co-Director, if necessary, after no contact or responses for one (1) month.
 2. The Executive Co-Director will make a reasonable attempt to contact individuals before accessing accounts.
 3. An Executive Co-Director will notify the Board Chair upon access of an individual's email with a given reason and evidence of outreach.
- ii. Access to all Embark email accounts is revoked immediately upon quitting or termination.
- iii. Individuals will be notified one week before access is revoked upon termination. It will be the individual's responsibility to notify any contacts, finish any business and refer any ongoing business to new directors, staff or the board chair prior to quitting.

T.P. 02 Social Media Policy

Implemented	June 21, 2016
-------------	---------------



Last Revision	February 26, 2024
Review	February 2025

Statement of Purpose

Embark is an independent, student-led not-for-profit based out of Simon Fraser University that empowers the next generation of student sustainability leaders.. Embark uses social media to engage with its members as a credible source of sustainability knowledge, and further its causes. This policy governs the use of Embark’s social media accounts so that users understand the overall tone and approach to messaging..

Scope

This guideline applies to the publication of and commentary on materials on Embark Sustainability Society’s (“Embark”) social media accounts.

Definitions

- **Social media:** Social networking sites including, but not limited to, Facebook, LinkedIn, Twitter, Instagram, Flickr, Vimeo, or YouTube. Embark is currently active in the following social media platforms:
 - [Facebook](#)
 - [Instagram](#)
 - [Twitter](#)
 - [YouTube](#)
- **Users:** Employees of the society that have been given access to Embark’s social media accounts.

Guideline for content

Content on Embark’s social media accounts align with the society’s values and support the society’s mission.

Our Mission: To engage SFU student members in change making and inspire their sustainability leadership through our grant, advocacy, and student-designed programming.		
Value	Definition	Application to social media
Empowerment	<ul style="list-style-type: none"> ● Developing student sustainability leaders is a priority ● Education and opportunity empowers students to create change ● The process of affecting change is our goal 	<p>Creation of posts that encourage interaction between Embark and its followers</p> <ul style="list-style-type: none"> ● e.g. Making posts that poses a question for the audience to answer, facilitating a space for people to have a voice and express their thoughts <p>Content that communicates opportunities for sustainability leadership on and offline</p>



Changing the world	<ul style="list-style-type: none"> • Making positive change • Contributions contain valuable lessons • Ripple effect of momentum 	<p>Focus on positive impact. Make content engaging and timely – connecting our followers with important sustainability topics in a real-time fashion. Remember, present action as opportunity – rather than negatives.</p> <ul style="list-style-type: none"> • e.g. Post emerging content on trending issues, such as articles on the benefits of climate action following COP21.
Critical	<ul style="list-style-type: none"> • The ability to look at an issue from all sides • Inform & engage the student body on discussions surrounding controversial issues 	<p>Eg. Posting/sharing “controversial” content (such as news articles) that is still within the topics that we focus on, accompanied by statements that demonstrate our opinion on the subject</p>
Collaboration	<ul style="list-style-type: none"> • Strategic partnerships enable sharing of resources and expanded impact • Creating sustainable change depends on participation from other stakeholders, groups, and individuals 	<p>Finding opportunities to connect and work with other relevant social media pages/handles</p> <ul style="list-style-type: none"> • e.g. asking for help in circulating a petition or collaborating to form a social media strategy that gives all parties a role

Content should focus on issues that Embark’s Board of Directors has identified as priorities or taken stances on.

Content

Communication Style

Content should use an inspiring and approachable – yet professional – tone that can engage our target audience of educated, young adults. We want to encourage questions and engagement with our posts. However, we want to remain credible.

Examples of Credible Sources

Evaluate sources by looking at the author, asking who the audience is, the purpose of the information, when it was written, tone of the information.

Credible sources include...

- Scientific journals
- Websites from credible & established institutions such as Government of Canada and university-affiliated institutions.
- Timely information

Avoid...

- Blogs, social media, self-authored sites
- Op-eds
- Research articles without citations
- Information published over 10 years ago or clearly out of date information

Copyright



Respect the laws governing copyright and fair dealing of copyrighted material owned by others. Give attribution when necessary. When adding our own image or graphic content to social media communications, use materials that originate from Embark, primarily from our [photo database](#). A good secondary option is to get high quality stock photos from [unsplash](#).

Respect

Embark's membership reflects a diverse set of customs, values and points of view. Communications should not contradict or conflict with material on Embark's website, and should be respectful of others. This means no ethnic slurs, offensive comments, defamatory comments, personal insults, obscenity, and more but also proper consideration of privacy and of topics that may be considered objectionable or inflammatory - such as politics and religion.

Anonymity

All communications on Embark's social media accounts are anonymous. We do not use signatures or initials following posts; instead, all posts are done under the single identity of "Embark".

Paid Promotions

Embark has the option of paying for paid social media promotions. These promotions should be discussed on a case-by-case basis with the approval of the Executive Director. In the past, Embark has paid for social media sponsored posts for:

- Embark job opportunities
- Embark surveys
- Significant, large-scale events

Permissions

The Executive Director retains final control of and access to all of Embark's social media accounts. In the event that the Executive Director is absent, the Design and Communications Specialist is authorized to retain control of and access to all of Embark's social media accounts. Permissions should not be given out to external parties without the Executive Director's approval. Permissions should be reviewed every semester, which includes changing social media passwords and removing all admins besides the Executive Director and the Design and Communications Specialist. Board directors, coordinators, and volunteers are not permitted access.