

# Carleton University Retention Schedule

## Section 3

### COMMUNICATIONS & COMMUNITY ENGAGEMENT

Records and data in this category document materials created and used as part of the university's internal and external communications, public relations, and community engagement and service efforts. Records under this category include communication and public relations efforts from all units across the university (not just exclusive to Department of University Communications), alumni and donor stewardship, special and major events of the university.

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## CORPORATE RECORDS & ARCHIVES

## Retention Schedule Instructions

Rule No.	Rule Name	SECTION NAME	Implementation Date
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### Description

Description of administrative or operational functions and their key records. Units should contact Corporate Records and Archives if there is concern that the retention rule does not include their records under the function.

### Office of Primary Responsibility

Identifies the department, unit, or position that has ultimate responsibility for the creation, management, retention, and disposition of the records covered under the rule.

### Retention Summary

Summary of the length of time you must retain records in this rule after it is no longer active.

### Final Disposition

How to dispose of the records once the retention period is finished – Archival Review (**AR**), Destruction (**D**), or Transfer to Corporate Archives (**P**). The key at the bottom of this page is on every rule in CURS.

### Retention Rationale

Explanation for why the retention and disposition is set as it is. Often due to operations but can also include reference to university policy, legislation, or industry requirements.

### Filing Notes/Location

Additional instructions for retention or disposition or instructions on handling edge cases in the records covered by the rule.

### Secondary Copies

Instructions for record holders who are **not** the Office of Primary Responsibility.

### Special Instructions

*Digitization:* Any instructions related to the digitization of hard copy records.

*See also:* Pointers to other rules that might be similar/more appropriate for your use.

**AR** = Corporate Records & Archives must review.

**D** = Secure Destruction/Deletion.

**P** = Permanent. Transfer to Corporate Archives.

**Secondary Copies** = Any copies of records that are in the custody of a department or unit that is **not** the Office of Primary Responsibility.

**Description**

Records relating to the establishment of department or unit policies, procedures and standards dealing with communications or community engagement, including alumni development and relations, special events and exhibits, convocation, and installation ceremonies. Records are associated with the development of decisions, directions, and precedents. Records may include policy proposals, research papers, consultations, reports, final policy documents, operating procedures, and administrative practices.

Does not include university-wide or Senate policies.

**Office of Primary Responsibility**

Designated unit

**Retention Summary**

Retain in unit for minimum 3 years after superseded or discontinued.

**Final Disposition**

D

**Retention Rationale**

Retention based on current operational use.

**Filing Notes/Location**

Records created external to the university and gathered in support of the creation of the procedures, policy, or standards are transitory and may be destroyed once the policies, procedures or standards are finalized and implemented.

**Secondary Copies**

Transitory. Destroy when no longer needed for reference or convenience.

**Special Instructions**

Digitization: --

See also: For *University Policies, Procedures and Standards*, see GOV-00.

**AR** = Corporate Records & Archives must review.

**D** = Secure Destruction/Deletion.

**P** = Permanent. Transfer to Corporate Archives.

**Secondary Copies** = Any copies of records that are in the custody of a department or unit that is **not** the Office of Primary Responsibility.

**Description**

Records consisting of reports as well as the supporting documentation and statistics created or used to produce reports related to university or department communications and community engagement.

**Office of Primary Responsibility**

Designated unit

**Retention Summary**

Retain in unit for 10 years from creation.

**Final Disposition**

AR

**Retention Rationale**

Retention based on anticipated operational use.

**Filing Notes/Location**

Does not include external reports and statistics used as reference.

Corporate Records and Archives may sample reports of significant historical value for permanent archiving.

**Secondary Copies**

Transitory. Destroy when no longer needed for reference or convenience.

**Special Instructions**

Digitization: --

See also: --

**AR** = Corporate Records & Archives must review.

**D** = Secure Destruction/Deletion.

**P** = Permanent. Transfer to Corporate Archives.

**Secondary Copies** = Any copies of records that are in the custody of a department or unit that is **not** the Office of Primary Responsibility.

<b>COM-02</b>	<b>Project &amp; Project Management</b>	<b>COMMUNITY &amp; COMMUNITY ENGAGEMENT</b>	<b>2023-05</b>
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**Description**

Records made, received, or used by units in support of their programs, functions, activities, and operations, specific to communication or engagement campaigns. Records may include correspondence and memoranda, organizational charts, delegation of authority, studies, forms, transaction records, work orders, manuals, briefings, and issue notes.

**Office of Primary Responsibility**

Designated unit

**Retention Summary**

Retain in unit for 7 years from completion of project.

**Final Disposition**

AR/D

Corporate Records may sample project files of historical value for permanent archiving.

**Retention Rationale**

Retention based on anticipated operational use.

**Filing Notes/Location**

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**Secondary Copies**

Transitory. Destroy when no longer needed for reference or convenience.

**Special Instructions**

Digitization: --

See also: For *Advancement Campaigns*, see: **COM-04**.

**AR** = Corporate Records & Archives must review.

**D** = Secure Destruction/Deletion.

**P** = Permanent. Transfer to Corporate Archives.

**Secondary Copies** = Any copies of records that are in the custody of a department or unit that is **not** the Office of Primary Responsibility.

<b>COM-03</b>	<b>Committees</b>	<b>COMMUNITY &amp; COMMUNITY ENGAGEMENT</b>	<b>2023-05</b>
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**Description**

Records documenting the proceedings and actions of standing or ad hoc committees tasked with communication or community engagement projects, programs, and issues for departments and units.

**Office of Primary Responsibility**

Designated unit

**Retention Summary**

Retain in unit for minimum 3 years from creation.

**Final Disposition**

AR/D

Corporate Records may sample project files of historical value for permanent archiving.

**Retention Rationale**

Retention based on anticipated operational use.

**Filing Notes/Location**

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**Secondary Copies**

Transitory. Destroy when no longer needed for reference or convenience.

**Special Instructions**

Digitization: --

See also: For Board of Governor Committee, Advancement and University Relations, see *Board Committees*, **GOV-07**.

**AR** = Corporate Records & Archives must review.

**D** = Secure Destruction/Deletion.

**P** = Permanent. Transfer to Corporate Archives.

**Secondary Copies** = Any copies of records that are in the custody of a department or unit that is **not** the Office of Primary Responsibility.

<b>COM-04</b>	<b>Advancement Campaigns</b>	<b>COMMUNITY &amp; COMMUNITY ENGAGEMENT</b>	<b>2017-06</b>
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**Description**

Consists of records related to programs and activities of ongoing, special, or planned giving fundraising campaigns, direct mail, scholarship development, telefundraising, and programming, or events. Records may include prospect research, donor proposals, feasibility studies, appeals, communications, and reports of university funding priorities.

**Office of Primary Responsibility**

University Advancement

**Retention Summary**

Retain in unit for minimum 7 years from completion of campaign.

**Final Disposition**

AR

Corporate Records and Archives may select advancement campaign materials for permanent archiving.

**Retention Rationale**

Retention based on anticipated operational use.

**Filing Notes/Location**

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**Secondary Copies**

Copies of advancement efforts in supported departments or units should be retained as operationally needed.

**Special Instructions**

Digitization: Consult Corporate Records and Archives before digitizing any hard copy records with the intention of replacing original documents.

See also: --

**AR** = Corporate Records & Archives must review.

**D** = Secure Destruction/Deletion.

**P** = Permanent. Transfer to Corporate Archives.

**Secondary Copies** = Any copies of records that are in the custody of a department or unit that is **not** the Office of Primary Responsibility.

<b>COM-05</b>	<b>Donors</b>	<b>COMMUNITY &amp; COMMUNITY ENGAGEMENT</b>	<b>2017-06</b>
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### **Description**

Consists of records related to information about donors and potential donors, their activities, and their relationship with the university. Records may include demographic and contact information, relationship management, news items, pledge/donation records, gift agreements, gift-in-kind agreements, and correspondence. Does not include copies of receipts, payment information, and other financial interaction documentation.

### **Office of Primary Responsibility**

University Advancement

### **Retention Summary**

Retain in unit for minimum 1 year as needed for operational requirements. For major donors, retain for 30 years from donor's date of death.

### **Final Disposition**

AR

### **Retention Rationale**

Freedom of Information and Protection of Privacy Act, RSO, 1990, c. F31, s. 2 (2)  
Retention based on anticipated operational need.

### **Filing Notes/Location**

Corporate Records and Archives may select for permanent preservation certain donor records past retention that document a donor's biographical information, descriptions of their relationship with Carleton, photographs, correspondence of significance, and a summary or report of their giving to Carleton.

### **Secondary Copies**

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### **Special Instructions**

Digitization: --

See also: For financial records related to donors, see: *Accounts Receivable*, **FIN-05**.

**AR** = Corporate Records & Archives must review.

**D** = Secure Destruction/Deletion.

**P** = Permanent. Transfer to Corporate Archives.

**Secondary Copies** = Any copies of records that are in the custody of a department or unit that is **not** the Office of Primary Responsibility.



<b>COM-06</b>	<b>Alumni</b>	<b>COMMUNITY &amp; COMMUNITY ENGAGEMENT</b>	<b>2017-06</b>
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**Description**

Consists of information about alumni, their activities, and their relationship with the university. Records may include demographic and current contact information, relationship management, news items, activities, and correspondence.

**Office of Primary Responsibility**

University Advancement

**Retention Summary**

Retain in unit for minimum 5 years after last use.

**Final Disposition**

AR

**Retention Rationale**

Freedom of Information and Protection of Privacy Act, s. 38 (2), 41 (1), 42 (1).  
Carleton University Advancement Data Policy

**Filing Notes/Location**

When requested by alumni, individuals must be removed from contact lists.

**Secondary Copies**

Alumni lists and contacts used by university departments must be updated regularly with the Director of Alumni Services and according to the university's Advancement Data Policy. Delete after superseded with information from University Advancement.

**Special Instructions**

Digitization: --

See also: --

**AR** = Corporate Records & Archives must review.

**D** = Secure Destruction/Deletion.

**P** = Permanent. Transfer to Corporate Archives.

**Secondary Copies** = Any copies of records that are in the custody of a department or unit that is **not** the Office of Primary Responsibility.

<b>COM-07</b>	<b>Memorabilia</b>	<b>COMMUNITY &amp; COMMUNITY ENGAGEMENT</b>	<b>2017-06</b>
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**Description**

Consists of commemorative publications, objects, photography, audio-visual, textiles, and graphic materials representative of the university, its students, staff, faculty, and community members.

**Office of Primary Responsibility**

Unit responsible for creation of commemorative materials or memorabilia.

**Retention Summary**

Retain in unit for minimum 1 year from creation.

Corporate Records and Archives may sample certain commemorative materials for permanent archiving.

**Final Disposition**

AR

**Retention Rationale**

Retention based on current operational use.

**Filing Notes/Location**

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**Secondary Copies**

Transitory. Destroy when no longer needed for reference or convenience.

**Special Instructions**

Digitization: --

See also: --

**AR** = Corporate Records & Archives must review.

**D** = Secure Destruction/Deletion.

**P** = Permanent. Transfer to Corporate Archives.

**Secondary Copies** = Any copies of records that are in the custody of a department or unit that is **not** the Office of Primary Responsibility.

<b>COM-08</b>	<b>Academic Calendar</b>	<b>COMMUNITY &amp; COMMUNITY ENGAGEMENT</b>	<b>2017-06</b>
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### **Description**

Consists of records relating to the preparation, production and distribution of calendars containing university policies and procedures, program requirements and course offerings. Records may include print or digital editions of the undergraduate, graduate, summer and supplementary calendars and the planning, design, budget, versions, photographs, releases, and correspondence that document their creation.

### **Office of Primary Responsibility**

University Registrar's Office

### **Retention Summary**

Retain in unit for 5 years from creation.

Calendar should be deposited annually with Corporate Records and Archives.

### **Final Disposition**

P

### **Retention Rationale**

Retention based on anticipated operational use.

### **Filing Notes/Location**

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### **Secondary Copies**

Transitory. Destroy when no longer needed for reference or convenience.

### **Special Instructions**

Digitization: --

See also: --

**AR** = Corporate Records & Archives must review.

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COM-09

Communications

COMMUNICATIONS &  
COMMUNITY ENGAGEMENT

2017-06

### Description

Consists of advertising announcements, reports, brochures, audio-visual recordings, media reports, newsletters, newspapers, internal announcements, photographs, posters, web pages and websites, Carleton publications, speeches, presentations, and addresses. Records may also include planning documentation, design, budget, and correspondence.

### Office of Primary Responsibility

Unit responsible for communications  
Department of University Communications

### Retention Summary

Retain in unit for minimum 3 years from creation.

Corporate Records and Archives may sample certain communication materials for permanent archiving.

### Final Disposition

AR

### Retention Rationale

Retention based on anticipated operational use.

### Filing Notes/Location

Departments may establish retention and disposition requirements of specific communications materials. Contact Corporate Records and Archives for more information.

### Secondary Copies

### Special Instructions

Digitization: --

See also:

**AR** = Corporate Records & Archives must review.

**D** = Secure Destruction/Deletion.

**P** = Permanent. Transfer to Corporate Archives.

**Secondary Copies** = Any copies of records that are in the custody of a department or unit that is **not** the Office of Primary Responsibility.

<b>COM-10</b>	<b>Agencies, Government &amp; Media Relations</b>	<b>COMMUNITY &amp; COMMUNITY ENGAGEMENT</b>	<b>2017-06</b>
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#### **Description**

Consists of records detailing Carleton's relationship to the public, municipal, provincial, federal, and other governments, external agencies, organizations, and with the media. May include new releases, speeches, interviews, correspondence, media clips, and articles.

#### **Office of Primary Responsibility**

Unit responsible for communication

#### **Retention Summary**

Retain in unit for minimum 3 years from creation.

Corporate Records and Archives may sample certain communication materials for permanent archiving.

#### **Final Disposition**

AR

#### **Retention Rationale**

Retention based on anticipated operational use.

#### **Filing Notes/Location**

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#### **Secondary Copies**

Transitory. Destroy when no longer needed for reference or convenience.

#### **Special Instructions**

Digitization: --

See also: For *Executive Files and Correspondence*, see: **ADM-07**.

**AR** = Corporate Records & Archives must review.

**D** = Secure Destruction/Deletion.

**P** = Permanent. Transfer to Corporate Archives.

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