

Public Image

Policy Section: Executive Expectations	Policy Number: EE-10	Approved By: Council
Regular Council Policy Review Frequency: Every five years	Date Approved: September 7, 2001	Date Reviewed/Revised: March 9, 2018

Purpose:

To outline the Council's expectations of and risk boundaries for the CEO/Registrar regarding the development and maintenance of the College's public image.

Policy:

- 1) The CEO/Registrar shall build and protect the organization's public image and credibility to enable the College to accomplish its mission and strategic priorities.
- 2) Accordingly, the CEO/Registrar shall:
 - a) Establish a high standard for internal and external communications including an effective corporate communications and public relations approach.
 - i) Ensure the College vision, mission, and values are reflected in communications to and materials for the public, the media, and other stakeholders.
 - ii) Ensure all communications are consistent with Council policy.
 - iii) Establish and implement administrative standards for use of the College brand.
 - b) Make information regarding non-confidential Council decisions available and easily accessible to the public, the registrants, and relevant stakeholders.
 - c) Ensure that all College communications connected with any affiliated organization are aligned with the College mission, vision, values and Council policies. Communications related to products which are known to be hazardous or where product claims are unsubstantiated must be avoided.