

## Public Image

<b>Policy Section:</b> Executive Expectations	<b>Policy Number:</b> EE-10	<b>Approved By:</b> Council
<b>Regular Council Policy Review Frequency:</b> Every five years	<b>Date Approved:</b> September 7, 2001	<b>Date Reviewed/Revised:</b> September 15, 2022

### Purpose:

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

### Policy:

- 1) The CEO/Registrar shall build and protect a positive and credible public image for the College in order to enable it 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. This will include:
    - i) Ensuring the College's vision, mission, and values are reflected in communications to the public, the media, and other stakeholders.
    - ii) Establishing and implementing administrative standards for use of the College brand.
  - b) Make information regarding Council decisions available and easily accessible to the public, registrants, and relevant stakeholders unless Council considers the information confidential.
  - c) Ensure that the College is only affiliated with organizations whose purpose is aligned with the College's mission, vision, values and Council policies.
  - d) Establish a policy governing the collection, use, disclosure and protection of personal information and personal health information in order to avoid detrimental impacts to the best interests of the College, registrants, volunteers, employees, stakeholders or other third parties.