



MEMORANDUM

Date: **November 25, 2016**

Date Last Updated: **November 27, 2015**

To: Chair and Board of Governors
From: President
Subject: MONITORING REPORT – EL-2i PUBLIC IMAGE

The President shall not endanger the organization's public image, credibility, or its ability to accomplish Ends.

I interpret endangering to mean that the College's public image and credibility in the community has not deteriorated in the previous year.

Public image and credibility is monitored internally on an annual basis through the valuation of the following KPI metrics:

Confederation KPI	2015	2016
Student Satisfaction	78%	79%
Graduate Satisfaction	83%	86%
Employer Satisfaction	88%	92%
Graduate Employment Rate	89%	84%

In addition, a public perception study was completed towards the end of 2013 by an external firm (Ipsos Reid) to establish both a baseline and an alternative set of metrics to measure public perception. Results for the study were updated in 2016.

The alternative measures are concepts of advocacy, trust, favorability, familiarity and awareness across the District of Thunder Bay, Kenora and Rainy River (North Western Ontario).

Ipsos uses a 7 point scale ranging from very positive to very negative. Totals across all regions are presented below:

Confederation	2013	2016
Advocacy	64%	65%
Trust	55%	57%
Quality of Education	58%	58%
Familiarity	61%	71%
Awareness	98%	98%

Finally, to evaluate earned media efforts, we monitor news clip frequency and the value these ads leverage in free advertising to the College. We also monitor the tone of the news across three categories (positive, neutral and negative). Year to date totals are presented below:

Confederation College News Clip Frequency and Ad Value			
2015 - November 1 (2014) – October 31 (2015)		2016 November 1 (2015) – October 31 (2016)	
News Clips	Ad Value	News Clips	Ad Value
873	\$5,767,211.36	1047	\$11,513,695.15

Confederation College News by Tone			
2015 November 1 (2014) – October 31 (2015)		2016 November 1 (2015) – October 31 (2016)	
Positive	Neutral	Negative	Percentage
590 (59.00%)	389 (38.90%)	21 (2.10%)	
834 (67.69%)	395 (32.06%)	3 (0.24%)	

Comparing Confederation's 2015/2016 KPI results and 2013/2016 Ipsos results, you will note minimal variance in the public's perception of our institution during these time spans. In addition, there is a significant increase in earned media / ad value and a significant increase in the total number of positive news exposures.

The ability to endanger public image is consistently assessed and monitored. Examples of potential instances that endanger public image consist of decision making at senior levels including institutional and service delivery changes, staff re-structuring, change in policies, programs and service delivery standards to name a few.

It has been noted that many of the potential impacts noted above, have occurred since our original study in 2013. During this period, attitudes and behaviours have been properly managed resulting in consistent non-damaging or positive results in the public arena.

I therefore report compliance.

The President shall not:

- 1. Allow staff other than him/herself or designate to make presentations to the media regarding College decisions.**

I interpret this to mean:

- that policies regarding speaking to the media are in place,
- they are known to staff,
- and they are adhered to by staff.

Compliance will be demonstrated when:

- The staff policy manual includes a detailed section regarding media communication, including a practice regarding College spokespersons.
- Our internal audit shows that only the President or his delegate has made presentations to the media, with respect to College decisions, in the previous 12 months.

Evidence:

The Communications policies are available online for employee reference at any time and updates to the policies and practices are posted on the Staff News site, an electronic information platform for staff. All employees are expected to know and follow college practices and to monitor Staff News on a regular basis.

Our internal media monitoring indicates that there have been 2 out of 1232 (0.162%) instances where someone other than the President or his designate has made presentations to the media in the previous 12 months. All of these stories were positive and/or neutral.

I therefore report compliance.

The President shall not:

2. Make presentations to the media:

- a) Regarding Board policy (this does not include Board decisions)**
- b) Regarding the President's own performance,**
- c) Or when instructed specifically not to do so.**

I believe that clauses (a) and (b) are fully interpreted and that the instruction in (c) means a Board motion. Therefore compliance will be demonstrated when our annual internal audit of all media releases shows that I did not speak about Board policy, my own performance or when I had been instructed by the Board not to do so by a Board motion.

Evidence:

Our internal audit of all media releases in the past 12 months found no instances where I spoke about Board policy, my own performance or when I had been instructed by the Board not to do so by a Board motion.

I therefore report compliance.

The President shall not:

- 3. Allow the public to be unaware of information regarding Board decisions, including Bylaws, Board minutes and Board policies.**

I interpret this to mean that By-Laws, Board minutes (once approved by the Board at one of its meetings) and Board policies will be available on the College's website within 5 business days of being approved. This is reasonable given staff availability to update the website.

Compliance will be demonstrated when an internal audit of changes and updates to the Board's section of the College's website shows that 100% of Bylaws, Board minutes and policies are posted within 5 business days.

Evidence:

An internal review showed that in the past 12 months 100% of bylaws, Board minutes and policies were posted within 5 business days.

I therefore report compliance.

MOTION:

THAT we accept Report EL2i – Public Image to the Board, showing full compliance with a reasonable interpretation of the policy.

Respectfully submitted,

D. Jim Madder,
President