



MEMORANDUM

Date: **November 28, 2014**

Date Last Updated: **September 27, 2013**

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.

A public perception study (executive summary attached as Appendix A) 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 and credibility. Considering a lack of fluctuation in our existing model, we have determined that the external study will take place on the onset of every 5 years, or when significant variation is flagged within the existing model during our annual assessment.

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

- Student satisfaction;
- Graduate satisfaction;
- Employer satisfaction;
- Graduate employment rate;
- Number of negative media reports involving Confederation; and
- Number of major businesses (defined by CEDC) attending events like community breakfast.

The ability to endanger public image is consistently assessed and monitored. Examples of potential impacts 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 in the past 5 years many of the potential impacts noted above, have occurred. During this five-year period, attitudes and behaviours have been properly managed resulting in consistent non-damaging or positive results.

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 4 out of 985 (.41%) instances where someone other than the President or his designate has made presentations to the media, with respect to College decisions, in the previous 12 months. All of these stories were positive.

I therefore report compliance.

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.

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.

Respectfully submitted,

D. Jim Madder,
President

Appendix A

Executive Summary IPSOS Reid Survey-November 2013**Objectives:**

- Assess awareness of the College in Northwestern Ontario;
- Benchmark the reputation of Confederation College against other Northern post-secondary institutions;
- Develop a pathway for improvement and/or change as required; and,
- Provide quantitative analytical findings to be tracked on an annual basis.

Sample: Telephone survey

Subgroup	Sample Size	Margin of Error
Total Sample	n=950	± 3.2%
City of Thunder Bay	n=402	± 4.9%
Thunder Bay District	n=179	± 7.3%
Kenora District	n=202	± 6.9%
Rainy River District	n=167	± 7.6%

Results:

Although awareness of the College is high (98% have heard of it), there is room to improve the level of familiarity of the College (61% indicate they know the College well or know a fair amount about it).

Of those aware of the College, a significant percentage believe the College offers high quality education. Like other institutions measured, perceptions are lower among those under age 35 and higher among those over 35. In addition to the younger demographic, data indicates that there is opportunity to strengthen the reputation among men and geographically in the satellite campus communities.

The reputation of the College is higher in City of Thunder Bay where the primary Confederation College campus is located, compared to the regional districts, despite the presence of satellite campuses. This is particularly evident in Dryden and Kenora.

Data indicates the College has a strong alumni base – which offers very positive ratings of the quality of the education they received. Unlike any of the other institutions, trust for Confederation College is significantly higher among alumni (96%) or family of alumni (93%) compared to the rest of the population (84%).

There is strong support for the College generally. Half of those aware of the College 'strongly agree' that it is an important part of the community and 42% 'somewhat agree'. Virtually no one surveyed disagrees. 89% agree the College is a preferred post-secondary institution in the area. Similarly, 80-88% of those aware of the College believe it offers top-quality education (88%), offers innovative programs (85%), balances theoretical and practical education (84%) and has highly skilled instructors (80%).

Whilst still high, Confederation College scores lower on how well recognized the institution has a high rate of employment for graduates (75%) and is recognized outside of the local region (72%).

Mitigation Strategies/Implementation Plans: (MNP Integrated Risk Management-Brand Reputation

The advertising and recruitment campaign for 2015 cycle has an added male emphasis (media selection and incentives).

Traditional media (paid and earned) has been redirected (majority) to non-traditional sources i.e. social media sites, popular online sites etc. A portion of traditional media is still being maintained to address parental influence on the audience.

There has been an increase in alumni engagement and participation including recruitment efforts. Alumni recently attended and participated in OCIF and Open House and there is a larger emphasis on alumni success. This has also supported a greater emphasis on employment opportunities and success of students in acquiring employment and activities to promote such. (i.e. Career and Job Fair)

Regional media is purchased on par (reach and frequency) as Thunder Bay media however earned media is considerably less. A strategy to incorporate more community and public relations is being planned. The objective of this effort will be to look for higher and broader profile that will move our ratings upward. Community relations is an ongoing activity and will take some time to take hold and show significant improvement.