



MEMORANDUM

Date: November 14, 2018

Date Last Updated: November 8, 2017

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 been adversely affected by the actions of the President or actions by the organization approved by the President's office.

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

Confederation KPI	2015	2016	2017	2018	2018 Province
Student Satisfaction	78%	79%	77%	77%	73%
Graduate Satisfaction	84%	87%	87%	83%	80%
Employer Satisfaction	88%	93%	90%	94%	93%
Graduate Employment Rate	89%	85%	83%	88%	86%

In addition, a public perception study was completed towards the end of 2013 by an external firm (Ipsos Reid) and updated in 2016. Ipsos uses the following 7-point scale (Excellent, Very good, Good, Neither, Fair, Poor, Very Poor). Totals across all regions combining Excellent and Very Good are presented below:

Confederation	2013	2016	2019
Advocacy	64%	65%	TBD
Trust	55%	57%	TBD
Quality of Education	58%	58%	TBD
Familiarity	61%	71%	TBD
Awareness	98%	98%	TBD

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

2017 November 1 (2016) – October 31 (2017)		2018 November 1 (2017) – October 31 (2018)	
News Clips	Ad Value	News Clips	Ad Value
1652	\$14,038,853.89	2236	\$18,164,017

Confederation College News By Tone

2017 November 1 (2016) – October 31 (2017)		2018 November 1 (2017) – October 31 (2018)	
Positive	1099 (66.53%)	Positive	1159 (51.8%)
Neutral	535 (32.28%)	Neutral	1045 (46.7%)
Negative	18 (1.09%)	Negative	32 (1.4%)

You will note minimal variance in the public’s perception of our institution during these time frames.

There has been a slight decrease in graduate employment rate over the last three years, followed by an increase in 2018. The fluctuation is attributed to a growing challenge province wide in reaching a valid and reliable sample size for this KPI metric. Despite the decline, we still mirror the provincial average.

In both years summarized above, the higher percentage of negative media is attributed to a five-week Faculty Union Strike, which earned a notable amount of media attention from October 2017 to December 2017. In 2015-16 (as indicated in the 2017 submission of this report), the percentage of negative media was considerably lower at just 0.24%. All negative media is reviewed for potential response where required.

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 perception study in 2013. During this period, attitudes and behaviors 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.
- Our policy regarding speaking to the media is displayed during our policy of the month process.

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. The Communications policies are included in the Employee Orientation Manual and highlighted during the annual Employee Orientation session facilitated by the Human Resources department.

Our internal media monitoring indicates 2 unique events that were out of compliance resulting in **4 out of 2236 (0.002%) news** 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 demonstrates 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. There have been no board motions within this context.

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,

Kathleen Lynch,
President