



MEMORANDUM

Date: **November 27, 2015**

Date Last Updated: **November 28, 2014**

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 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 positive and negative media reports involving Confederation; and
- Number of major businesses (defined by CEDC) attending events like the 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 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 4 out of 1148 (.0035%) 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