



MEMORANDUM

Date: November 5, 2019

Date Last Updated: November 14, 2018

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	2016	2017	2018	2019	2019 Province
Student Satisfaction	79%	77%	77%	79%	76%
Graduate Satisfaction	87%	87%	83%	87%	80%
Employer Satisfaction	93%	90%	94%	79%	90%
Graduate Employment Rate	85%	83%	88%	88%	86%

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

2018 November 1 (2017) – October 31 (2018)		2019 November 1 (2018) – October 31 (2019)	
News Clips	Ad Value	News Clips	Ad Value
2236	\$18,164,017	1039	\$13,303,981

Confederation College News By Tone

2018 November 1 (2017) – October 31 (2018)		2019 November 1 (2018) – October 31 (2019)	
Positive	1159 (51.8%)	Positive	611 (58.8%)
Neutral	1045 (46.7%)	Neutral	428 (41.2%)
Negative	32 (1.4%)	Negative	0

You will note minimal variance in the public's perception of our institution during these timeframes.

The decrease to the Employer Satisfaction metric can be at least partially attributed to a growing challenge province-wide in reaching a valid and reliable sample size for this KPI metric.

In 2018, 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 2019, there were zero instances of negative media. 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. When these impacts are anticipated and/or realized, attitudes and behaviors are properly managed, resulting in consistent non-damaging 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 Employee News site, an electronic information platform for employees. All employees are expected to know and follow College practices and to monitor Employee News on a regular basis. The Communications policies are highlighted during the online Employee Orientation session facilitated by the Organizational Effectiveness department, which all employees are required to complete at the time of hire.

Our internal media monitoring indicates **zero news instances** where someone other than the President or her designate has made presentations to the media in the previous 12 months.

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