



BOARD / OPERATIONAL

Public Relations/Communications G60

POLICY

The College believes in the importance of public relations and communications. The purpose of public relations is to create, on an ongoing basis, a two-way communication linkage with all concerned groups in order to create an open and inclusive environment of working together.

All College communications should be perceived as public relations. Board members, the President & CEO and staff are and shall be perceived, at all times, to be ambassadors for the College.

Individual Board members, groups of Board members or the Board as a whole shall be encouraged to communicate on a regular basis to share information with and actively seek input from the community at large.

The Board has a responsibility to provide an increased awareness and knowledge of the services and supports the College provides in the Region in an accurate, ongoing and open manner.

Staff shall be involved in decisions that affect them and be updated, on a regular basis, about developments in relation to the operations of the College.

PROCEDURES

1. The Board meetings will be held on a regular basis and open to the public. The public will be notified via the College website of the time and location of Board meetings.
2. The President & CEO will ensure the Board is aware in a timely manner, of the impacts of services, relevant trends, public events of the College and significant external and internal changes.
3. The Board Chair may represent the board to outside parties in announcing board-stated positions and in stating chair decisions and interpretations within the area delegated to her or him.
4. Individual Board members are not to respond to the media or make public statements without the express approval of the Board.
5. The President & CEO and/or his/her delegate shall be the designated spokesperson for the College operations.