



College of Paramedics of Manitoba		
Policy Name: Public Image	Policy Number: EE-9	Total # of Pages: 2
Approval Signature: <i>Original Signed by J. Wade</i>	Section: Executive Expectations	
Original Approval Date: June 9, 2020	Last Revision Date:	Next Review Date: June 2023

1.0 PURPOSE

To outline the Council's expectations of and risk boundaries for the Executive Director regarding the development and maintenance of the College's public image.

2.0 POLICY

- 1) The Executive Director shall build and protect the organization's public image and credibility to enable the College to accomplish its mission/vision/values and strategic priorities.
- 2) Accordingly, the Executive Director shall:
 - a. Establish a high standard for internal and external communications including an effective corporate communications and public relations approach.
 - i. Ensure the College Vision, Mission, and Values and strategic priorities are reflected in communications to and materials for the public, the media, and other stakeholders.
 - ii. Ensure all communications are consistent with Council policy.
 - iii. Establish and implement administrative standards for use of the College brand.
 - b. Make information regarding non-confidential Council decisions available and easily accessible to the public, the registrants, and relevant stakeholders.
 - c. Ensure that all College communications connected with any affiliated organization are aligned with the College mission, vision, values and Council policies. Communications related to products which are known to be hazardous or where product claims are unsubstantiated must be avoided.
- 3) The Executive Director shall safeguard the College's public image and credibility and promote the accomplishment of the College mission. Accordingly, the Executive Director will:
 - a. Establish an effective corporate communications and public relations strategy.
 - b. Permit presentations to be made which portray as Council policy information that is consistent with Council positions set out in Council policy.



- c. Communicate effectively with the membership, key stakeholders, the media and the general public regarding College policies and initiatives.
- d. Will release Council policies only following Council approval.