



College of Paramedics of Manitoba		
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Approval Signature: <i>Original Signed by J. Wade</i>	Section: Executive Expectations	
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1.0 **PURPOSE**

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

2.0 **POLICY**

- 1) The Executive Director/Registrar 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, in accordance with RHPA 10(2) (h) *“to promote and enhance the colleges relation with it’s members, other colleges, key stakeholders, and the public”*, 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, values and strategic priorities are reflected in all materials and communications to the public, the media, and other external 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/Registrar shall safeguard the College’s public image and credibility and continually promote the College mission. Accordingly, the Executive Director/Registrar will:
  - a. Establish an effective corporate communications and public relations strategy.



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- b. Permit presentations to be made which portray 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.