


Policy Name:	PUBLIC IMAGE	
Approved By:	President's Council & Board of Governors	
Approval Date:	April 19, 2012	
Next Scheduled Renewal Date:	N/A	
Policy Holder:	Board of Governors	
Operational Lead:	President and CEO	
Policy Number:	BRD-EL-012	

PUBLIC IMAGE POLICY

1.00 PURPOSE

- 1.1 The purpose of this policy is to ensure that Coast Mountain College (CMTN) maintains a positive, high profile.

2.00 DEFINITIONS

- 2.1 None

3.00 POLICY STATEMENT

- 3.1 The President & CEO shall not fail to ensure that CMTN has a positive, high profile in the public sector.
- 3.2 Further, without limiting the scope of the above statement, the President & CEO shall not:
 - a. fail to establish an effective corporate communications and public relations strategy
 - b. harm CMTN's public image or credibility
 - c. fail to make information regarding Board decisions available and easily accessible to the public.
- 3.3 Monitoring: Internal Report, annually in May.

4.00 RELATED POLICIES, PROCEDURES, AND SUPPORTING DOCUMENTS

- 4.1 None

5.00 HISTORY

Created/Revised/ Reviewed	Date	Author's Name and Role	Approved By
Created	Apr 19, 2012		President's Council and Board of Governors