

Policy Name:	PUBLIC IMAGE	 <p>coast mountain college</p>
Approved By:	Presidents Council & Board of Governors	
Approval Date:	April 19, 2012	
Amendment Date:	N/A	
Policy Holder:	Board of Governors	
Policy Number:	EL-12	
Category:	Executive Limitations	

## PUBLIC IMAGE

### 1.00 POLICY STATEMENT

The President shall not fail to ensure that Coast Mountain College has a positive, high profile in the public. Further, without limiting the scope of the above statement, the President shall not:

- 1.01 Fail to establish an effective corporate communications and public relations strategy.
- 1.02 Harm Coast Mountain College's public image or credibility.
- 1.03 Fail to make information regarding Board decisions available and easily accessible to the public.
- 1.04 Monitoring: Internal Report, Annually in May