



NUMBER **EL 130**

TITLE **PUBLIC IMAGE**

BOARD OF GOVERNORS POLICY

APPROVAL DATE February 23, 2021

NEXT REVIEW November 15, 2025

The President will not fail to ensure that Selkirk College has a positive, high profile in the public.

Further, without limiting the scope of the above statement, the President:

1. Will establish an effective corporate communications and public relations strategy;
2. Will not harm the college's public image or credibility; and
3. Will make non-confidential information regarding Board decisions available to the public.