



NUMBER **EL 130**

TITLE **PUBLIC IMAGE**

BOARD OF GOVERNORS POLICY

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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;
3. Will make information regarding Board decisions available and easily accessible to the public.