

BRIEFING NOTE

TO: Board of Directors

FROM: Fazal Khan, Registrar, CEO

DATE: February 22, 2021

SUBJECT: 5.3 Corporate Identity, Public Image and Communication Policy (2-12)
Monitoring Report

☐ For Decision ☐ For Information ☒ Monitoring Report

Purpose:

To provide the Board with a monitoring report on the Corporate Identity, Public Image and Communication Policy (2-12), in accordance with the monitoring report schedule approved by the Board.

Registrar, CEO Interpretation and Evidence:

Corporate Identity, Public Image and Communication Policy (2-12) was approved by the board in December 2017.

The information contained in this monitoring report represents compliance with a reasonable interpretation of the policy. The monitoring report covers the period from **January 2020 to December 2020**.

The next Corporate Identity, Public Image and Communication Policy Monitoring Report is due in **February 2023**.

Policy Requirement	Interpretation and Evidence
Name of organization, corporate identity and seal	No changes have been made to the name of the organization or its corporate identity or seal during the reporting period.
External use of corporate identity	<p>The Colleges takes steps to ensure that the COO name and logo are only used in approved ways, including by regularly scanning the environment for unauthorized uses and taking action where necessary, and by sharing presentations in PDF format with third party stakeholders to prevent alteration of original content.</p> <p>The College regularly participates in programs or events that support its ability to carry out its public protection mandate.</p>

	<p>During the reporting period, all external programs and initiatives that the College participated in were consistent with the COO's strategic outcomes and values. These included:</p> <ul style="list-style-type: none"> - Presenting to opticianry students on professional responsibilities and ethics - Participating in continuing education events for registered opticians - Delivering a plenary session at the annual conference put on by the Canadian Network of Agencies of Regulation
Use of corporate seal	<p>Per the COO by-laws, signing officers are the Registrar, Deputy Registrar, Chair and Vice-Chair. Only these individuals have authority to sign or use the corporate seal on behalf of the COO. All contracts are managed through the College's executive office to ensure compliance.</p>
Internal and external corporate communications and public relations	<p>The College employs a Manager of Communications to oversee external communications and public relations. The manager works with a social media consultant to manage the College's presence on Facebook, Twitter and Instagram. Senior staff review all communications and images prior to publication. All public communications are geared toward furthering the College's public protection mandate, including:</p> <ul style="list-style-type: none"> - Informing registrants about important changes to standards, guidelines or directives or regulations. In 2020 these communications largely focused on directives and regulations relating to the COVID-19 pandemic. - Reminding registrants about ongoing professional requirements, such as their participation in the Quality Assurance Program or annual renewal - Inviting registrants and other stakeholders to attend board meetings or participate in stakeholder feedback surveys - Posting information that informs patients and members of the public about the College and its mandate, or about their expectations and rights when receiving opticianry services

Recommendations/Action Required:

- 1) Does the Board agree that the Registrar, CEO's interpretation of the Financial Planning and Budgeting Policy was reasonable?
- 2) Does the Board agree that the Registrar, CEO complied with this policy as reasonably interpreted?

POLICY TYPE: OPERATIONAL BOUNDARIES

2-12 Corporate Identity, Public Image and Communication Policy

The College of Opticians of Ontario (COO) corporate identity and public image are key components of the reputation of the COO and are considered to be valuable assets by the Board. The corporate identity is manifested in multiple ways but must always represent the Strategic Outcomes and values of the COO.

The Registrar, CEO may not cause or allow any activity that would jeopardize the corporate identity and reputation of the COO.

Accordingly, they may not:

1. Change the organization's name or materially alter the corporate identity and seal without Board approval.
2. Approve the use of any aspect of the corporate identity for use with any external product, program, or initiative which is not consistent with the COO's Strategic Outcomes and values.
3. Use the corporate seal for anything that deviates from the Board's Signing Authority Policy.
4. Operate without establishing an effective internal and external corporate communications and public relations approach which appropriately represents the COO corporate identity.