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| **To:** | Executive Committee | **Date of Report:**9 April 2021 |
| **From:** | Chief Communications Officer | **Date of Meeting:**21 April 2021 |
| **Subject:** | **Reputation Enhancement Project Update** |
| **Responsible****Portfolio:** | Chief Communications Officer |

**1.0 PURPOSE**

[ ]  For Approval [ ]  For Information [ ]  For Discussion

**2.0** **MOTION**

**For items requiring approval, consult the University Secretary or General Counsel prior to completing this section.** For information or discussion only items, insert the words “This report is for information or discussion only.” in this section.

**3.0 EXECUTIVE SUMMARY**

All of the information required for the Board/Committee to make a decision and/or fulfill its oversight responsibilities must be summarized in this section. For items requiring approval, please summarize the key facts supportive of the report recommendation(s). For information items, please include a brief summary of the report contents. This section should be brief. No more than two to three paragraphs.

**4.0 INPUT FROM OTHER SOURCES**

Identify the sources (internal and external) consulted in preparation of the report. Note their concurrence and/or any comments received.

If there is no input from other sources, insert the word “None” in this section and indicate why additional input was not required.

**5.0 ANALYSIS AND STRATEGIC ALIGNMENT**

Provide the necessary supporting background information in a concise manner, along with an objective analysis of the subject matter. A SWOT (strengths/weaknesses/opportunities/threats) analysis is strongly recommended for approval items.

For items requiring approval, demonstrate how the recommendation(s) support the goals, objectives or strategy outlined in Carleton’s planning documents including but not limited to Strategic Plan, Strategic Mandate Agreement, Campus Master Plan, Strategic Research Plan, Academic Plan, Advancement Campaign, and/or legislation, regulation, Board By-Law, Policy or Procedure that pertains to the subject matter. A simple statement that the proposed action aligns is not sufficient.

For information items, articulate how the report fulfills the Board and/or Committee’s oversight responsibilities as it pertains to the subject matter. Where relevant, demonstrate how the report aligns with the planning documents and/or legislation, regulations, or Board By-laws, Policy, or Procedure as outlined above.

1. **FINANCIAL IMPLICATIONS**

Identify the funding sources and cost. If there are no financial implications, insert the words “There are no financial implications.” in this section. Where appropriate, consult the Office of the Vice-President Finance and Administrationfor additional advice on completing this section.

**Text in this section of the report must be approved by Vice-President (Finance and Administration) or designate before submission to the University Secretary.**

1. **RISK, LEGAL AND COMPLIANCE ASSESSMENT**

For items requiring approval, identify any sources of risk, any applicable legal and regulatory compliance issues within the recommendation(s) and what mitigation steps will be put in place and/or how the recommendation(s) addresses issues identified. Please also describe generally any risks arising as part of the project, initiative, etc. (for example cost overruns, behind schedule, etc.) as appropriate. Legal issues to be identified include major, moderate or minor potential for litigation, potential for increase in default of contract or increase in the assumption of risk assumed under contract as well as potential for charges, fines or orders for non-compliance with regulation or law.

For information items, identify whether the report supports the Board and/or Committee’s oversight responsibilities in relation to risk and legal compliance oversight. If there are no risk or legal implications, insert the words “There are no risk or legal implications.” in this section.

**Text in this section of the report must be approved by the Director, Risk and Insurance and by the General Counsel before submission to the University Secretary.**

1. **REPUTATIONAL IMPLICATIONS AND COMMUNICATIONS STRATEGY**

Consult with Department of University Communications prior to completing this section. If Department of University Communications advises a communications strategy is required, provide a detailed description of what is required including the communications approach, goals and objectives, target audience and anticipated timeline.

**Text in this section of the report must be approved by Director, Department of University Communications before submission to the University Secretary.**

**9.0 OVERALL RISK MANAGEMENT ANALYSIS**

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|  | **VERY LOW** | **LOW** | **MEDIUM** | **HIGH** | **VERY HIGH** |
| **STRATEGIC** |[ ] [ ] [ ] [ ] [ ]
| **LEGAL** |[ ] [ ] [ ] [ ] [ ]
| **OPERATIONAL** |[ ] [ ] [ ] [ ] [ ]
| **TECHNOLOGICAL** |[ ] [ ] [ ] [ ] [ ]
| **FINANCIAL** |[ ] [ ] [ ] [ ] [ ]
| **REPUTATIONAL** |[ ] [ ] [ ] [ ] [ ]