

Policy Title: Representation of CMCC

Category:	<input type="checkbox"/> Institutional - Board <input type="checkbox"/> Academic - Administrative <input checked="" type="checkbox"/> Institutional - Administrative <input type="checkbox"/> Employment - Administrative		
Approved by:	<input type="checkbox"/> Board <input checked="" type="checkbox"/> President		
Date approved:	August 24, 2023	Effective date:	August 24, 2023
Policy Sponsor:	Associate Vice President, Institutional Advancement & Communications	Date last reviewed:	August 24, 2023
Date of Mandatory Review (expiry date):	August 2028	Date of last revision of Procedures:	August 24, 2023

1. POLICY

1. The official spokesperson for CMCC is the President.
2. Employees are required to ensure that private actions, opinions, or expressions are not represented as being the positions of CMCC.
3. Employees are required to advise the President through the Associate Vice President, Institutional Advancement and Communications before complying with a request from any external party for a professional opinion which could be construed to represent the position or view of CMCC.
4. Employees required to give evidence, in court or any other means, must under no circumstances hold themselves out as authorized by CMCC to do so unless so instructed or authorized by the President.
5. It is incumbent upon employees to adhere to high professional and ethical standards when interacting with external parties who may look upon comments made by the employee as representing or making representations on behalf of CMCC.

2. PURPOSE

To ensure consistent representation of CMCC.

3. SCOPE

All employees.

4. INFORMATION AND COMPLIANCE PLANS (not a comprehensive list)

Employees may from time to time be in a unique position to discuss with external parties matters pertinent to CMCC and/or the chiropractic profession. Such parties may rely upon information as representing the policies and views of CMCC. While such representations may enhance the goodwill and reputation of CMCC, they may also do harm to CMCC and/or the chiropractic profession.

5. RELATED POLICIES (not a comprehensive list)

- Media
- Speakers

6. DEFINITIONS

N/A

-----END OF POLICY-----

New Policy Approved (date):	September 1999
Policy Revision History (dates):	June 2008 August 31, 2017 August 24, 2023

7. PROCEDURES

CMCC employees are to report to the Associate Vice President, Institutional Advancement & Communications any request from an external party for a professional opinion and/or statement prior to making any response.

New Procedure Approved (date):	January 2019
Procedure Revision History (dates):	August 24, 2023

8. ATTACHMENTS

None.