

## POLICY & PROCEDURES

### COUN-03: COMMUNICATION & CONSULTATION

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#### PREAMBLE

The PEAC Board of Directors, Corporation Members, Committee members and staff may engage in communication with internal and external stakeholders and customers. Such communication may be informal or formal in nature and may include, but not be limited to, interaction with the following communities of interest: physical therapy academic and clinical faculty, students, physical therapist assistant educators, regulators, members of national and international organizations related to accreditation and education, and members of the public, e.g., employers, consumers, government officials, media.

#### 1.0 POLICY

- 1.1 The primary contacts for external communications will be the President, Past-President, and Executive Director.
- 1.2 Individuals who participate in any aspect of PEAC communication activities must respect and adhere to the PEAC policies and procedures including those related to confidentiality, conflict of interest and disclosure.
- 1.3 No communication that could be construed as being official, or representing PEAC philosophy or action shall be made by a Corporation member, Committee member or staff member without specific approval of the PEAC Board of Directors.

#### 2.0 PROCEDURES

- 2.1 *Communications Framework*  
PEAC will develop and maintain a Communications Framework including information about key messages, target audiences, communication materials, and a contact database.
- 2.2 *Mechanisms for Communication*  
The primary mechanisms for PEAC communications will include Updates, Fact Sheets, and the Website. Additional mechanisms may include, but will not be limited to, news releases, brochures, letters to the editor or official reports.

Education programs will be provided with a package of ‘tools’ about how to communicate the accreditation decision to their stakeholders, including a link to the PEAC web site.

2.3 *Signing of Official Communications/Documents*

2.3.1 The President of the Board of Directors shall sign formal communication about accreditation decisions and other matters decided by the Board of Directors.

2.3.2 The Executive Director shall sign formal communication related to the operations and administration of PEAC and accreditation activities.

2.3.3 Both the President of the Board of Directors and the Executive Director, shall, unless otherwise indicated, sign official PEAC documents, for example, Mutual Recognition Agreements.

2.4 *Consultation*

2.4.1 Policy Development

When it is deemed by the Board that input should be sought from stakeholders for development of policies, or non-operational matters of the Council, the draft document will be forwarded to stakeholders and will include background information, the purpose of the document and specific guidelines for providing feedback. Once the consultation process has been completed and approval has been received from the Board, the finalized document will be circulated to stakeholders.

2.4.2 Development of Accreditation Standards

Although feedback about the accreditation standards and criteria shall be gathered on an ongoing basis, a formal consultation about the accreditation standards and criteria shall be initiated with stakeholders every five years.

Policy Number: COUN-03	
Date of last revision	Associated documents
<i>Aug 2001</i>	PEAC Member Handbook
<i>April 2003</i>	Communications Framework
<i>March 2009</i>	
<i>May 2012</i>	
<i>June 2013</i>	