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Office of the President and Vice-Chancellor

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Review of the Chief Communications Officer (CCO)  
(Philippe Beauregard)

Evaluation Themes & Criteria

# Evaluation Themes

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Success in meeting the goals and objectives established annually and in the areas of responsibilities with respect to:

## 1. Institutional Planning

- Align communication activities and priorities to support continued implementation of the Strategic Directions and the President's priorities.
- Maintain and augment national reputation plan based on assessment of reputational survey.

## 2. Organization

- Manage appropriate team and integrate new hires to achieve enhanced performance, quality and level of services from University Communications Services.
- Create closer links with communicators in Faculties and administrative units.
- Perform service to the community.

## 3. Strategic Communications

- Develop robust web presence for the University.
- Act as an advisor/facilitator on institutional communications and risk management.
- Provide senior administrators and managers with counsel, access to facts, stories and tools to use in their communications, and access to user-friendly communications planning tools and templates.
- Develop and implement internal communication plan to increase efficiency of communications across the University.
- Promote the University's reputation for innovative thinking.
- Deploy media relations programs to increase media presence nationally.
- Provide communications support in fundraising activities and in preparation of the public launch of the fundraising campaign.

## Evaluation Criteria

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1. Builds and maintains positive relations with key stakeholders across the University.
2. Initiatives/actions are results-oriented and effective.
3. Leads with innovative and strategic thinking, encouraging it in others.
4. Sector/functions show effective and efficient use of resources.
5. Demonstrates quality of leadership in his sector, and to the broader community. Known as a “champion” for Concordia.
6. Promotes institutional renewal, leading review and change initiatives in the sector that modernize/professionalize functions.
7. Demonstrates collaborative, team-focused approach and works effectively with the President, the senior team, and throughout the organization.
8. Manages complexities, able to communicate across constituencies, negotiate conflicting views.