

# Engaging PACs

Version 5

Published 1/19/2024 by [Joanna Crabtree](#) Last updated 5/13/2025 3:38 PM by [Joanna Crabtree](#)

## What are some best practices for engaging PACs?

Academic areas are encouraged to engage their PAC committee members in a variety of ways to enhance their experience and increase involvement.

Employees should implement the following best practices:

- communicate frequently with PAC members on various channels
- share announcements, updates and success stories by email and/or on social media
- encourage members to promote their role and Seneca successes through their personal and social media networks
- engage the PAC chair to help lead and motivate the committee. PAC chairs are usually proactive leaders with strong communication skills and can be a tremendous resource and ambassador
- consult PAC members as far in advance as possible to identify the ideal months, days, times and methods (virtual or in person) to meet; all meetings should be added to member's electronic calendars and email reminders sent with pertinent information (e.g., updates) to maximize meeting time
- consider scheduling in-person PAC meetings to coincide with other Seneca or program-related events or hosting an in-person meeting over a meal (Seneca's Board of Governors will cover the cost of food and parking)
- leverage available formats for PAC meetings over the course of the year – virtual, in-person, flexible – and where possible, provide multiple options for participation to help increase attendance
- use meeting time wisely by providing program updates in writing prior to the meeting and focusing the meeting agenda on obtaining industry insights from members (Reference the PAC [briefing note template](#) to create written reports)
- regularly update and submit PAC membership lists to the [Academic Quality](#) team by email; this will ensure Academic Quality has the most up-to-date information and that

all members are included in Seneca communications, consultations and events

- report back to committees on the outcome of their recommendations and recognize the importance of members' contributions and the value of their time and efforts

## **How else can PAC members can get involved at Seneca?**

PAC members have a rich history of contributing to Seneca outside of formal PAC meetings and should be encouraged to do so. This includes:

- participating in degree consent renewal and accreditation site visits
- attending student recruitment and open house events
- acting as guest speakers or peer reviewers
- hosting site visits for students at their workplace
- offering advice regarding clinical/field placement, work-integrated learning (WIL) experiences, placement opportunities and internships
- arranging or attending student networking events
- sharing information to the community about Seneca programs
- identifying sources of donations and in-kind contributions
- recommending new PAC members
- participating in professional development activities for students and employees
- identifying and/or contributing to applied research opportunities

tags : best\_practices, engagement, pac