

Engaging PACs

Version 5

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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

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