

PUBLIC APPOINTMENTS SECRETARIAT

Appointments Information Form for Submission to the Standing Committee on Government Agencies

Board Name: Collège D'Arts Appliqués Et De Technologie La Cité Collégiale - Board Of Governors

Position: Member (Part-Time)

Part-time/Full-time: Part-Time

Candidate Name: Alayne Crawford

Candidate Information: Attached

Responsibilities of the Agency, Board, or Commission:

The mandate for Ontario's Colleges of Applied Arts and Technology is to offer a comprehensive program of career-oriented, postsecondary education and training to assist individuals in finding and keeping employment, to meet the needs of employers and the changing work environment and to support the economic and social needs of their local and diverse communities. The board of governors of each college has been authorized to govern the college and is responsible for ensuring that it is effectively and appropriately managed to achieve this mandate. The board of governors is responsible for defining the role and mission of the college and, thereby, setting the strategic directions for the college to achieve. The board of governors has responsibility for fiduciary oversight and institutional performance.

Public Appointment Application

Applicant

Alayne Crawford

Position

Member (Part-Time)

Collège D'Arts Appliqués Et De Technologie La Cité Collégiale - Board Of Governors
Colleges and Universities

Created On

7/28/2021 12:02:04 PM

Printed On

11/19/2021 11:32:30 AM

Application Notes/Comment/Additional Data

Language(s)

English Proficient

French Proficient

Education

Institution	Credentials	Year
Queen's University	Master of Business Administration	2014-2016
Carleton University	B.A. Combined Honours: Political Science & History with a concentration in International Relations	2004-2008

Employment

Employer	Position/Title	Dates	Responsibilities
IBM Canada	Head of Government Relations & Regulatory Affairs	01/14/2019	- Oversee IBM Canada's approach to strategic relationships with federal, provincial and municipal government officials across the country - Provide executive-level coaching and market support in terms of major public sector collaborations - Interpret government decisions and explain government to the business - Role entails cultivating and growing relationships with key stakeholders, explaining government to the business and representing the business among elected officials, and shaping perceptions of the company
Shaw Communications	Director, Corporate affairs	11/01/2012 - 01/02/2019	- Responsible for raising corporate brand awareness among federal, provincial, and municipal policy influencers - Entailed strategic relationship-building with government stakeholders and the harnessing of partnership opportunities to increase familiarity with Shaw in Ottawa - Accomplishments include ensuring a set aside for new entrants for 600MHz spectrum auction, securing naming rights for Shaw Centre in Ottawa, and coordinating education and awareness campaigns for both the Broadcasting & Telecommunications Legislative Review and Statutory Review of the Copyright Act - Internally, provided a strategic government relations perspective on a wide variety of issues, across various cross-functional teams

Employer	Position/Title	Dates	Responsibilities
Canadian Automobile Association	Manager, Public Affairs	09/01/2010 - 11/01/2012	- Responsible for implementing national public awareness and education campaigns, international conferences, and annual association events - Regularly corresponded with, and completed interviews with, national and local media on a variety of topics - Developed media communications (news releases, advisories) and internal association documents (quarterly newsletters) - Pursued and developed stakeholder relationships
Office of the Minister of State for Seniors	Senior Communications Advisor	02/01/2010-09/01/2010	- Responsible for the development and approval of all media products issued by the office. Frequently involved speech and editorial writing - Created and implemented portfolio relevant event ideas. In charge of the coordination of logistics for all ministerial events and travel - Managed proactive and reactive media interviews (television, print, radio) - Involved in establishing and developing relationships with stakeholders
Office of the Prime Minister	Advance to the Prime Minister	01/12/2008 - 02/01/2010	- Coordinated logistics for domestic and international events for the Prime Minister - Briefed the Prime Minister and VIP guests prior to events - Required to have a strong working relationship with local and national media. Responsible for coordinating their logistical needs for a variety of event scenarios

Community

Organization	Position/Title	Dates Involved	Responsibilities
Government Relations Institute of Canada	President	06/01/2013 to present	Oversee the strategic direction of the 15-member board that governs Canada's national advocacy organization for government relations professionals
Center of the Future of Government	Advisory Council Member	08/01/2020 to present	Offer counsel on program design and help identify top experts and potential contributors on relevant topics
Clayton H. Riddell Graduate Program in Political Management	Program Fellow	01/08/2018 to present	Advise on program content, contribute as a guest lecturer and support the MPM mentorship program
Politics and the Pen Gala Committee	Politicians Committee Chair	01/06/2016 to 01/10/2020	Guide the direction of the annual fundraiser and oversee the logistics tied to the element involving political participation
Canadian Advocacy Network	Founding Member	01/01/2013 to 01/12/2017	Led the establishment of a not-for-profit organization that pairs advocacy experts with small-sized charitable organizations who are seeking pro-bono guidance in terms of their interactions with government
Equal Voice (National Capital Region)	Vice-Chair	01/09/2014 to 01/09/2016	Sought out and championed substantive ways in which to ensure a higher level of participation in the political arena by a more diverse cross-section of the population

Associations

None specified.