

PUBLIC INFORMATION PROGRAM

SECTION ONE: PURPOSE AND ALIGNMENT

1.01 Purpose

The purpose of this policy is to guide effective communication, foster positive community relations, and maintain productive governmental partnerships. This ensures all interactions align with the organization's mission, promote transparency, and support strategic goals.

SECTION TWO: COMMUNITY RELATIONS

2.01 The College President is the only official designated to legally obligate the College District in contractual relationships with other schools, governmental and community agencies, or accreditation agencies. This authority may be delegated only if specifically provided in the document or agreement.

2.02 All major news releases, articulation agreements, or community information initiatives should be approved by the College President or his designee, including the Associate Vice President of Student Services, and the Vice President of Academic Affairs.

2.03 The College President or their designee should be the only official spokesperson with elected officials or government agencies.

2.04 All news releases and advertising material should be approved by the College President or their designee, the Associate Vice President of Student Services.

2.05 All communication devices (phones, faxes, computers, internet connections) are the property of the College District and should be used for College District business only. Any personal use shall be reimbursed to the College District.

2.06 Telephone advertising must be approved by the Office of Public Information.

2.07 The Communications and Publications Office will send flowers, cards, and remembrances on behalf of the College District at appropriate times.

SECTION THREE: WEB PAGE AND PROTOCOL

3.01 The College District will create and maintain a College District Web Page for public information about the College District. The Office of Student Services is responsible for changing and maintaining the web pages.

3.02 The marketing standing committee will periodically review the web page and its use.

Document History:

Adopted: 03/2005

Revised: 2/2025

- 3.03** Each division will be responsible for its own web content subject to approval by the Associate Vice President of Student Services.
- 3.04** Instructors and students are not permitted to create and maintain private web pages or social media sites that represent the College District or its programs and services.

The Associate Vice President of Student Services is responsible for reviewing and updating this policy. Policy reviews are made in accordance with the Office of Institutional Effectiveness Policy Tracking document.

Document History:

Adopted: 03/2005
Revised: 2/2025