

PUBLIC RELATIONS

ARTICLE NUMBER: 205

LAST APPROVED: April 7, 2008, December 4, 2017, March 7, 2022

REFERENCE:

RELATED TO ADMINISTRATIVE RULE NUMBER: AR B002

PUBLIC RELATIONS: 205.1

It is a benefit to the college to participate in the community, be responsive to the needs of the college district and promote activities that develop positive relationships with the broader community.

The president shall assure that:

- A. The college promotes the image and awareness of the college in the district.
- B. A comprehensive community outreach plan consistent with the mission, vision and core values is developed and implemented.
- C. A report on the status and results of the plan is provided to the board annually.

To ensure that all public information is in accord with Board policy and administrative rules, it is essential that all such information intended for release to the public be routed through the Vice President of Administration and College Relations or designee.

- A. Prospective news releases, advertising, and media may originate from any source connected with the College, including administrators, faculty and students but all proposed articles must be submitted to the Marketing Department or designee for approval.
- B. Advertising for general college image-building and public information is approved, prioritized and placed by the Marketing Department and includes oversight of designing and messaging.
- C. Advertising for individual departments and programs is placed by the Marketing Department after approval by the requesting division dean or department supervisor. The cost of running these ads is billed to the requesting division/department.
- D. Advertisements for staff positions, legal notices, etc., are placed by the President's Office or Human Resources.

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- E. Media relations are managed by the Marketing Department. The Marketing Department staff maintains a professional relationship with area media through formal and informal contacts, including issuing of press releases on appropriate topics. Contact with the media should be coordinated through the Marketing Department.