

## **150-01 PUBLIC RELATIONS—PROCEDURE**

### **1. PURPOSE**

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1. The public relations program shall be a prime responsibility of the College President or designee. The President, in cooperation with the Public Relations Officer or designee, will implement a program to achieve the College's public relations objectives within the framework of this procedure.
2. The College public relations program shall include, but is not be limited to, the following activities and responsibilities:
  - a. Develop a plan to achieve the public relations objectives of the institution.
  - b. Develop an annual marketing plan.
  - c. Plan and coordinate special events.
  - d. Publicize College programs, courses, and activities.
  - e. Review marketing materials and other publications which inform the College's public.
  - f. Provide service for design and artwork for the College in accordance with established procedures.
  - g. Maintain continuity and consistency of College logos, designs, themes, and messages. Close adherence to this procedure by the College community is necessary.

#### **150-01-02 MEDIA RELATIONS**

1. The President or designee is authorized to act as spokesperson for the College. The District Governing Board Chair may act as spokesperson for the College in reference to Board action. The Board may designate other individuals under certain circumstances to act as spokesperson(s) for the College. No other individual(s) may act as spokesperson(s) for the College unless designated by the District Governing Board.
2. Internally initiated contacts with representatives of the news media regarding any College activity, function, or program are to be channeled through the Public Information Office.
3. Inquiries from the media should be referred to the Public Information Office in any instance in which the official College-wide point-of-view, direction, policy, or intention of the College as an entity is expressed or implied. Nothing contained in this procedure shall prevent employees or groups from expressing their personal opinion or views on matters of public interest. However, when making statements concerning Coconino Community College, employees or groups should make a reasonable effort to be accurate in their statements and should make clear they are not speaking as a College spokesperson(s) unless designated as such. Personnel matters and other privileged or confidential matters will not be divulged.

4. Faculty members are bound by, and ascribe to, the Academic Freedom and Tenure 1940 Statement of Principles and Interpretive Comments by the American Association of University Professors and the Association of American Colleges.

#### 150-01-03 PRINTED MATTERS

All printed matters of internal or external use, which bears the signature and/or logo of the College, shall be directed through the Public Information Office for design approval and for authorization to use the signature and/or logo. College employees should consult with the Public Information Office as part of the design development process. Student Services will be responsible for the publication of the College catalog, view book, class schedules, and student handbook; however, design, layout, theme and content must be approved by responsibility of instruction. Brochures, fliers, newsletters, advertisements, posters, and other items designed to influence public attitudes toward the College through on- and off-campus display are the responsibility of the Public Information Office.

#### 150-01-04 NEWS RELEASES

The Public Information Office shall be responsible for writing and coordinating the release of College news stories. News releases written by employees will be cleared through the Public Information Office. Employees desiring to obtain feature story coverage may contact the Public Information Office.

#### 150-01-05 COMMERCIAL ADVERTISING

The development, placement, and purchase of all commercial advertising shall be coordinated by the Public Information Office. Items developed by vendors also shall be coordinated with the Public Information Office.

#### 150-01-06 CCC COLLEGE FOUNDATION

The CCC Foundation is fiscally and organizationally separate from the College with its own Board of Directors. Its purpose is to receive private gifts, bequests, and donations in support and advancement of the College for scholarships, projects, and opportunities. A designee from the District Governing Board serves as a liaison to the Foundation. The President serves as the Executive Director for the Foundation. The Vice President for Business and Administrative Services serves as the Business Officer.

### **3. BACKGROUND**

1. References: none
2. Revision history: 02/13/1997
3. Legal review: none
4. Sponsor: Public Relations