

**TRI-COUNTY TECHNICAL COLLEGE
PROCEDURE**

PROCEDURE NUMBER: 1-2-1024.3

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TITLE: Communications

RELATED POLICIES AND PROCEDURES: 1-2-1024-Communications Policy
3-1-100-Academic Freedom Responsibility and Copyright Policy
8-0-1010.1-Academic Freedom Procedure

**ADMINISTRATIVE
RESPONSIBILITY:** President

September 9, 2015

February 12, 2024

May 23, 2022

**DATE APPROVED BY
PRESIDENT**

DATE LAST REVIEW

DATE LAST REVISION

This procedure provides a framework for managing communications at Tri-County Technical College for the purpose of ensuring communications are clear, timely, and responsive to the information needs of faculty, staff, students, and the community; and ensuring communications comply with requirements of state and federal laws and bodies that have accredited the College and/or its programs.

Executive Communications Related to Overall Governance and Operation of the College:

The Public Relations Department manages communications and official spokesperson responsibilities for the College in matters of finance, personnel, policy, crisis events, legal issues, and other topics related to overall governance and operation of the institution.

- Employees who are contacted directly by a representative of the media should refer the representative to the Public Relations Department. With approval from the PR Department, employees may serve as spokespersons to the media for information and views that fall within the scope of their particular position at the College and their related experience and expertise. Employees may not serve as spokespersons for topics noted above unless authorized by the PR Department.
- Employees who provide personal opinions to the media must clearly communicate to reporters that they are doing so as an individual and not as a spokesperson for the College.

Branding and Promotion of the College:

The Marketing Department oversees and manages the branding of the College, as well as the development and design of all external advertising and publications that promote the College, in both print and electronic formats.

- Our logo is the official mark of the College, and the Marketing Department oversees its use on print and digital materials, as well as promotional items and apparel. The Marketing Department determines any exceptions to established branding guidelines, including companion logos.
- Printed items for promoting a program or service of the College include but are not limited to brochures, invitations, flyers, posters, banners, print ads, promotional items, and direct mail pieces. Such publications must be created or approved by the Marketing Department.
- Digital/electronic branding and promotions include but are not limited to social media, television ads, videos, radio ads, and digital monitors. Such items must be created or approved by the Marketing Department.
- The public website is managed by the Marketing Department with assistance from Information Technology (IT). Departments wishing to establish a site hosted by a third party and linked to the College website must submit a proposal to be reviewed and approved by the IT and Marketing Departments. It is the responsibility of all content owners to communicate updates to the Marketing Office to ensure the website is current and accurate.
- Each employee is a representative of the College, and as such, has a responsibility to protect our brand and visual identity.

Internal Communications

- The Public Relations Department is responsible for the development and dissemination of executive-level communications from the Office of the President and Executive Staff to employees and students.
- The Marketing Department assists departments in crafting communications for the purposes of student engagement and retention through creation of publications, messages, photography, signage and promotion.
- Individual departments/units are responsible for working with Public Relations and Marketing to ensure pertinent information is communicated College-wide in a clear and timely manner. The College provides a variety of tools to facilitate these communications, including global email announcements, digital monitors, bulletin boards, an electronic college activities calendar, and literature racks. Details and instructions for accessing these tools are available in the College intranet portal.
- The College uses an intranet portal to organize information and resources for students and employees. The Information Technology Department is responsible for the technology platform and a cross-divisional committee is responsible for the design and organization of the portal. Employees who have information or resources to share on the portal should follow guidelines published in the portal. It is the responsibility of all employees who own content on the portal to keep content current and accurate.