



1A.1.0.2 Community Relations Policy

Media/Authorized Spokesperson Policy

The news media--including newspapers, television, radio, magazines and newsletters--are the most reliable means of getting information to the general public and business community. Consequently, it is essential that Century maintain a consistent, credible relationship with the news media. The intent is not to screen or discourage individuals from working with the media; instead, the purpose of working through public relations is to ensure accurate and consistent information and presentation of the best overall media relations possible.

The President or his/her designee is the official spokesperson of the college. If, or when, contacted by the media, employees are encouraged to contact the Community Relations Department for official college position.

Printing Policy

The College's printed information reflects the standards of the school. The impression these materials make on prospective students, vendors or the general public is critical to how the college and the education product will be perceived.

Therefore it is the goal of the college to apply standards of quality and consistency of printed material. To achieve this goal, all print, marketing and information materials must coordinate by using the computer templates and established design formulas. The standard Century College logo should be present on all publications and the college's identity typed in the appropriate fonts. All printed materials must be prepared with attention to grammar, spelling and punctuation. Further all color publications must be printed using one of the selected school identity colors. The Community Relations Director will be responsible for implementing this policy.

Items not meeting these standards will not be printed.

College Bulletin

The College Bulletin, in written or electronic form, is the official medium for announcing College matters. The bulletin may include such items as the following:

- Calendar of meetings and events dates for the College
- College Services Information
- Minutes of College Meetings
- New Business and Official College Action

(See Policy Development, General Information, p. 3)

Events

The College's image and visibility depend on the institution itself, on its people and its activities. In order to project a consistent positive image, the institution relies on the skills and support of a coordinated team. To accomplish that objective, faculty, staff and students are required to coordinate events with the public relations director.

All events will include a facilities use request form completed by the event originator.

Web Page

Official web pages are those that represent the institution. While all web resources distributed from college computers can be said to represent the institution, official pages are primarily defined as those created and maintained by administrative units to disseminate information about the institution, its programs, and its resources. Such official pages must adhere to the College's graphics and printing standards. Official college pages are authorized to use institutional logos and seals. Unofficial web pages must be coordinated through the college web master and follow Minnesota State Colleges and Universities guidelines. (See Minnesota State Colleges and Universities Guidelines for Use of Minnesota State Colleges and Universities Computers and Network Systems.)

References:

Minnesota State Colleges and Universities Board Policy: None

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