

Davis Technical College

Public Relations Policy

Effective Date: 12 June 2018

1. Purpose

1.1. This policy outlines College requirements and responsibilities for public relations and other outward-facing publications.

2. References

2.1. Council on Occupational Education Handbook of Accreditations

3. Definitions

3.1. **Public Relations** – The actions of the College to promote good will between itself and the public, community, partners, employees, customers, and stakeholders

3.2. **Publications** – Print or electronic communications (including audio, video, or other technologies) that are used to educate students, prospective students, employers, and other members of the community about programs, classes, and services of the college

3.3. **Official publication** – Any publication that is produced for broad, uncontrolled dissemination to the public at large as opposed to publications (such as legislative presentations), which are to be used in a limited context to a limited audience

4. Policy

4.1. The College Marketing Department is responsible for developing and maintaining a program of public information and community relations including planned publications (catalog, brochures, etc.) and public relations (events, press conferences, etc.)

4.2. Publications

4.2.1. All official publications for the College will be coordinated with the Director of Marketing by means of a formal, documented request.

4.2.2. Official College publications must accurately convey programs, statistics, and other quantifiable information about the college.

4.2.3. The publication of misleading or intentionally confusing information is expressly forbidden, and employees found to engage in such actions are subject to disciplinary action or employment sanctions.

4.2.4. The College website is considered to be the official catalog of the institution.

4.2.4.1. The College website will accurately present the mission of the College and all educational programs. This will include tuition and fee charges, institutional policies, admissions, and academic requirements, as well as other information deemed by the college to be relevant to student enrollment.

4.2.5. As required, publications will provide information as specified in the COE Handbook of Accreditation. This will include using the complete name of the main campus in all materials relating to instructional service centers.

4.2.6. Brand standards will be developed and published by the Marketing Department.

4.2.6.1. All official publications of the College must comply with the published brand standards.

4.3. Public Relations

4.3.1. The Director of Marketing will act as the official spokesperson for the college.

4.3.1.1. The Director of Marketing will appoint a back-up spokesperson to act on his or her behalf in the event that he or she is unavailable to act as spokesperson.

4.3.1.2. Notwithstanding 4.3.5, the College President and/or vice-presidents may speak on behalf of the college as they deem appropriate.

4.3.1.3. The Director of Marketing will ensure that anyone who is authorized to speak on behalf of the college has received appropriate training and guidance.

4.3.1.4. Other employees (directors, faculty, staff) may only speak to the media with prior approval from the Director of Marketing.

4.3.2. Employees may not post derogatory, defaming, or confidential statements about the College on personal social media posts.

4.4. College Events

4.4.1. All official College events will be coordinated through the College Events Coordinator by means of a formal, documented request.

5. Approval and Notes

Previous policy (dated 2011) revised and replaced on 12 June 2018
President's Council Approval: 11 June 2018