



Procedure 150-01 Public Relations

Sponsor: Public Relations and Marketing

Purpose

The public relations program shall be a prime responsibility of the College President, Public Information Officer or designee. The President, in cooperation with the Public Information Officer or designee, will implement a program to achieve the College's public relations objectives within the framework of this procedure. The public relations program was created to promote initiatives in line with the College's strategic plan and goals.

Definitions

College Graphic Design and Style Guide This guide creates uniformity and consistency in all publicly disseminated information. The guide provides consistency not only in grammar and writing style, but also presentation of College logos, colors, and branding. College employees are encouraged to use this guide for any materials that are available to the public.

Marketing Intake Form The first step in initiating a project for designing marketing collateral, photos, videos, artwork, promoting events, etc.

Public Information Officer (PIO) A PIO is a designated spokesperson for the District Governing Board, College, and divisions of the College. Public Information Officers receive extensive training from the Federal Emergency Management Agency (FEMA) to offer communication assistance during crises and emergencies.

Procedure

The College public relations program shall include, but is not limited to, the following activities and responsibilities:

1. Develop a plan to achieve the public relations objectives for the institution.
2. Develop an annual marketing plan.
3. Assist with the planning and coordination of special events.
4. Publicize College students, programs, courses, and activities.
5. Review marketing materials and other publications which inform the College's public. (Including digital channels as outlined in Policy and Procedure 141 Website.)
6. Provide service for design, video, photo, and artwork for the College in accordance with established procedures.
7. Maintain continuity and consistency of College logos, designs, themes, and messages. Close adherence to this procedure by the College community is necessary.

Media Relations

The President, Public Information Officer, 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 (Please see Policy 37-00 Media for additional details). No other individual(s) may act as spokesperson(s) for the College unless designated by the College President, Public Information Officer, or designee.

Internally initiated contacts with representatives of the news media regarding any College activity, function, or program are to be initiated through the Public Information Officer.

Inquiries from the media should be referred to the Public Information Officer 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. Personnel matters and other privileged or confidential matters will not be divulged.

Printed Materials

All printed matters of internal or external use (including digital channels), which bears the signature and/or logo of the College, shall be directed through the Public Information Office for approval. All printed material should comport to the College's Graphic Design and Style Guide, found on the College's website. College employees, wherever possible, should consult with the Public Information Officer and/or Media Design Coordinator, and/or Digital Marketing Coordinator as part of the development process. Public Relations and Marketing shall maintain responsibility for production of printed material (including digital formats) for internal or external use.

News Releases

The Public Information Officer 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 Officer. Employees desiring to obtain feature story coverage may contact the Public Information Officer.

Commercial Advertising

The development, placement, and purchase of all commercial advertising shall be coordinated by the Public Relations and Marketing staff including the Public Information Officer. Items developed by vendors also shall be coordinated with the Public Information Officer.

CCC Department Assistance with Graphic Design, Photo, Video, Artwork, and Promotion

All department requests for assistance with designing marketing collateral, photos, videos, artwork, promoting events, etc. are initiated with the Marketing Intake Form found on the MyCoconino/Intranet site.

1. The Public Relations and Marketing Department will not accept requests submitted by email or phone calls.
2. Marketing Intake Form should be submitted no less than two weeks before items are needed.
3. If requests are not submitted on that timeline, the Public Relations and Marketing Department may not be able to complete the work or effectively promote the event.

If your event includes use of College facilities, please see Procedure 120-01 Use of Facilities and complete an Event Request form. Advertisement and marketing for an event may not commence until your event request has been approved and your event has been scheduled.

Marketing requests are prioritized based on the length of time before the event, the date received, whether it has wide community or College exposure, the event's relationship to the College's strategic plan and goals, and the scope of the work requested. The Public Relations and Marketing Department serves all campuses, departments, divisions, student focused marketing efforts, as well as faculty and staff initiatives and therefore may not be able to accommodate all requests. While the Public Relations and Marketing department may not be able to assist with all requests, they are always willing to consult with departments to promote the College.

References

Policy 37-00 Media

Policy and Procedure 141 Website

Procedure 120-01 Use of Facilities

Procedure History

02/13/1997 New

04/13/2021 Revised and Adopted by Executive Leadership Council

Legal Review

None