Chapter: Fiscal and Administrative Affairs Modification No. 002

Subject: **College Relations** 

I. The Board of Trustees recognizes that the development of public understanding of the College is contingent upon an exchange of ideas and information, externally with the public and internally among its faculty, staff, and students.

- II. In order to support efforts in the mutual exchange, the College will develop a sound public information program; inform its faculty, staff, and students of those policies, procedures, events, and affairs of the College which affect them, giving such explanation as will enable clear understanding; inform the County citizens of the policies, actions, and decisions of the Board of Trustees; make available to the public, insofar as it is reasonable and possible, all data about the College (excepting only such information considered confidential under applicable law); inform the citizens of the County continuously and accurately about the current state of the College to include both strengths and matters which need improvement; and assess periodically the information level, attitude, expectations, and needs of Montgomery County citizens with respect to the College.
- III. The President is authorized to establish procedures necessary to implement this policy.

Board Approval: March 18, 1968; June 18, 1984.

Chapter: Fiscal and Administrative Affairs Modification No. <u>002</u>

Subject: Communications

### I. General

These procedures do not pertain to individuals who are speaking for themselves but only to those who are acting as official representatives of the College.

## II. Responsibilities

- A. The President has the overall responsibility for public information activities of the College. The Vice President for Institutional Advancement is accountable to the President for the development and implementation of an effective public information program.
- B. Under supervision of the Vice President for Institutional Advancement, the Director of Communications exercises staff responsibility for coordinating and developing procedures for the dissemination of public information pertaining to and carrying out the business of the College.
- C. The Director of Communications, in cooperation with campus and Central Administrative staff, develops the annual plan and budget for the public information program of the College.
- D. Provosts are responsible for maintaining an effective community relations program for their campuses, consistent with collegewide plans for community relations. Such should be accomplished through suggestions for timely news releases, sponsorship of activities to which the public is invited, and encouragement of the faculty, staff, and students to support community activities. Provosts also should keep the Director of Communications informed of potential or existing problems of public concern, criticism, or commendation.
- E. Curriculum coordinators, in collaboration with the Director of Communications, are responsible for developing promotional brochures and other materials pertaining to their programs.
- F. The Office of Information Technology will provide implementation and ongoing maintenance support of the technology tools the College selects for sharing and dissemination of information pertaining to and carrying out the business of the College.
- G. All employees should support the College's community relations program by recognizing within their own sphere of activity those College events that have public appeal and by providing facts to the Director of Communications for news releases.
- H. Individuals who are so qualified should take advantage of opportunities to represent the College in community activities.

## III. News Releases

- A. All contacts with the news media are normally handled by the Director of Communications. Exceptions are made for the release of information pertaining to data on athletic teams and events.
- B. Contact with representatives of the news media may be either oral or in writing. Whenever possible, a written release should be prepared by the Director of Communications. Oral releases of information pertaining to the College are normally made only in an emergency or in response to a question by a member of the news media.
- C. If an employee is questioned by a news media representative directly, and if the Director of Communications or a designee is not available to assist, the employee should cooperate with the media representative as much as possible, clearly stating that the response is not necessarily in the name of the College.
- D. When an emergency occurs at a campus (fire, accident, assault, etc.), the provost should inform the appropriate vice president by telephone immediately. The vice president will notify the Director of Communications who will work with the provost in coordinating the release of information to news media and the public. In such cases, the vice president, the provost, or the Director of Communications will normally provide information to the news media representatives. Adherence to this procedure will facilitate accurate and authoritative reporting of details.
- E. No lists of names, addresses, or phone numbers of College employees or students will be provided to individuals or firms for advertising or other purposes.
- F. Information pertaining to personnel appointments will not be released until after Board action confirming appointments made by the President, unless specifically authorized by the President or one of the vice presidents.
- G. News releases pertaining to members of the Board of Trustees, individually or collectively, must be cleared with the President.

# IV. Advertising

- A. The preparation of institutional advertising and approval of departmental media advertising is a staff responsibility of the Director of Communications. All advertising is subject to review and approval by the Director of Communications.
- B. The use of College resources to promote advancement of commercial interests is not permitted.

## V. Alumni Affairs

The responsibility for alumni affairs, including alumni relations, activities, and publications rests with the Alumni Director. The Director will budget funds sufficient appropriate publications to alumni.

# VI. Speakers Bureau

The College operates a Speakers Bureau through which many persons are available to speak on various topics for the enrichment of the community. Administration of the Speakers Bureau is a staff responsibility of the Director of Communications, who will coordinate the publication of an appropriate brochure, receive and coordinate requests for speakers, and maintain records of all speaking engagements accepted.

## VII. Publications by Staff or Faculty

- A. Members of the staff and faculty are encouraged to submit articles or other writings to professional or other periodicals for publication. Members should not, however, represent a policy or practice as that of the College unless the article containing such a representation has been reviewed by the person administering that policy or practice.
- B. Authors of articles about projects financed by outside grants are responsible for knowing and following any regulations regarding publication.
- C. Publications by College personnel will be deposited in College libraries if copies are sent to the Director of Communications, who will provide information about the material to the President and the Board of Trustees.

### VIII. Electronic Communications

Montgomery College encourages the use of electronic communications to share information and knowledge in support of the College's mission. Therefore, the College provides various electronic communication resources and services. In order to develop a sound public information program, the College must ensure that communications, whether external or internal, are professional, organized and purposeful. The College's computing and electronic communication resources must be used in a manner which accurately reflects the College's mission in a unified manner both to external and internal constituencies and in accordance to College policies and Federal and state laws and regulations. Established standards/processes areas including but not limited to internal and external e-mail, web sites, social networking using College facilities and equipment, etc. will reflect a unified College approach to each type of electronic communication resource made available by the College for use by its Faculty, Administrators, Staff, Alumni, Retirees, Friends and Students. The Vice President of Institutional Advancement and the Vice President of Instructional and Information Technology/CIO are accountable to the President for the development and implementation of standards/procedures related to electronic communications. Standards to be developed include, but are not limited to:

A. Broadcast Email Standard: A "Broadcast E-mail" means any electronic message that is distributed simultaneously to 50 or more of the College's (1) external constituents, including current or prospective donors, prospective students, parents of prospective students, parents of current students, event attendees, Workforce Development and Continuing Education ("WDCE") business partners, alumni and other external constituencies as determined by the Vice President of Institutional Advancement, or (2) internal constituencies, including students for College related business by Admissions and Enrollment Management ("A&EM"), WDCE and other internal constituencies determined by the Vice President of Institutional Advancement. A College standard will ensure that recipients are not

over burdened with too frequent or disconnected messages from the College. The aim of broadcast e-mail is to foster orderly, useful and professional public and constituent communications, which are consistent with the College policies and procedures.

- B. Social Media Standard: Montgomery College believes that having a presence in social media will allow the College to broadcast information and interact with the public using the most current technologies. Social Media is defined as: Works of user-created video, audio, text or multimedia that are published and shared in a social media environment, such as a blog, wiki or video hosting site. Popular examples of social media used by the College community include Facebook, Twitter, Flikr, LinkedIn, and YouTube. A College Social Media standard will ensure that any and all Social Media interactions on behalf of Montgomery College represent the College's best interests and respond to the College Mission.
- C. Internal Email Standard: Montgomery College provides e-mail services for College employees, contractors, and retirees. E-mail is a mechanism for official communication within Montgomery College and is intended to be used to meet the academic and administrative needs of the College community. A College Internal Email Standard will ensure that College internal e-mail are used in an efficient, effective, ethical and lawful manner and in accordance with College and policies, standards, procedures and guidelines.

Administrative Approval: June 18, 1984; September 28, 2010.