PUBLIC COMMUNICATIONS

Communications produced by dissemination to the general public and students must comply with relevant laws and regulations and shall be reviewed for accuracy by the responsible administrator. Communications subject to review include, but are not limited to, district and college mass communications, class schedules and catalogs, external and promotional newsletters, recruitment/marketing materials, web sites, social media sites and other forms of electronic media. Exceptions include routine e-mail messages, memoranda, correspondence, voicemail and department/school reports.

It is the role of the District Director of Public Affairs and the College Directors of Marketing and Communications to oversee and facilitate the production and dissemination of internal and external communications for the district and the colleges. These directors are available to district and college personnel to provide expertise to ensure consistency, quality and appearance of content for communications aimed at the general public and students. All employees should adhere to established district and college branding and visual identity guidelines, protocols, standards, and templates for internal and external communications which are available in District Public Affairs and College Marketing and Communications offices. Communications should clearly identify the campus or district, as well as the appropriate logo. Visual identity guidelines for the district and campuses detail the specific logos, fonts and placement information. Exceptions may be approved by the Chancellor, College Presidents or their designees in instances of space availability, surface material or unusual aesthetic considerations.

1. The Board of Trustees, Chancellor, Student Trustee and the applicable College President should be listed in public communications including course catalogs and schedules, performance and event programs, program brochures and external and promotional newsletters. The names of the trustees should be placed in alphabetical order, with the student trustee’s name appearing last, followed by the name of the Chancellor. The name of the President should be listed on a separate line. The name of the Student Trustee can be omitted on letterhead and communications that will be distributed after or beyond the one-year term of office. The student member serves an annual term from May to April of the following year. The name of each elected officer and individual listed must appear in the same type size, typeface, type color and location on the document.

The trustee listing is not required on district and college web pages, although there should be a link to the district home page from the colleges’ and ATEP home pages.

2. Communications that will be distributed following mass mailing guidelines must indicate the proper indicia and return address for the publication. Detailed information is available through the District Public Affairs and Saddleback College and Irvine Valley College Marketing and Communications offices.
For the purposes of this Administrative Regulation, “mass mailing” means more than 200 substantially similar pieces of mail sent in any calendar month, but does not include a form letter or other mail which is sent in response to an unsolicited request, letter or other inquiry.

3. For publications that have been approved for mass mailing, the district is subject to Regulation No. 18901 of the Fair Political Practices Commission. The regulation states that elected officials (trustees) cannot be individually highlighted in mass mailed publication by including a photo of the official or officials, the officials’ name or the official’s signature. According to Regulation No. 18901, elected officials’ names are permitted in telephone directories, organization charts, listings, rosters, letterhead, forms or publications which include the names of all elected officers as well as other individuals in the agency sending the mailing. The name of each elected officer and individual listed must appear in the same type size, typeface, type color and location on the document.

4. The District Director of Public Affairs and the College Directors of Marketing and Communications are the official public information and media spokespersons for the district and colleges. All communications and information requests received from members of the media or public should be referred to their offices. In the case of requests for athletics and/or fine arts issues specifically, media requests can be referred to the public information specialists in those areas of study when appropriate.