

BOARD POLICY

1600

SOUTH ORANGE COUNTY
COMMUNITY COLLEGE DISTRICT

COMMUNITY
RELATIONS

PUBLIC COMMUNICATIONS

The public information function is a multi-faceted responsibility to inform the community, promote a positive image and provide accountability to the taxpayers about the district and campuses.

RELEASE OF INFORMATION

The Board of Trustees authorizes the Chancellor to establish and implement procedures for the issuance of official statements to the media on behalf of district services, Saddleback College Irvine Valley College, and the Advanced Technology & Education Park. Employees are encouraged to refer media representatives to the appropriate public information office. Information related to personnel matters shall be reviewed and authorized by the Office of Human Resources.

PUBLIC INFORMATION

The Chancellor is responsible for establishing procedures to review external communications, including advertising and marketing, produced for dissemination to the public and students. Those communications must be in compliance with adopted visual identity guidelines, established within district services, Saddleback College, Irvine Valley College, and the Advanced Technology & Education Park.