

## 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, class schedules and catalogs, external and promotional newsletters, recruitment/marketing materials and web sites. Exceptions include e-mail messages, memoranda, routine correspondence, voicemail and department/school reports.

Staff is available to provide expertise to ensure quality of content and appearance, and consistency of messaging for communications aimed at the general public and students.

1. Available for assistance and consultation are District Marketing and Public Affairs; and Public Information and Marketing at Saddleback College, Irvine Valley College and ATEP.
2. 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, Provost or their designees in instances of space availability, surface material or unusual aesthetic considerations.
3. The Board of Trustees, Chancellor, Student Trustee and the appropriate College President or Provost 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 or Provost 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 from June to May of the following year.

According to state regulation, the names of all elected officers and individuals listed must appear in the same type size, typeface, and type color and location as the letterhead. As a general rule, for print publications the trustee listing should be placed on the back cover.

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.

4. 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 District Marketing and Public Affairs; and Public Information and Marketing at Saddleback College, Irvine Valley College and ATEP.

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.

5. 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 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, or similar listings or rosters which include the names of 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 and type color. Elected officials names also are permitted on letterhead, forms or brochures as long as the names appear in a similar type size, typeface and location as the letterhead.