

# ADMINISTRATIVE REGULATION

3351

SOUTH ORANGE COUNTY  
COMMUNITY COLLEGE DISTRICT

GENERAL INSTITUTION

## PUBLIC COMMUNICATIONS

The District Director of Public Affairs and Government Relations, the Irvine Valley College Executive Director of Marketing and Creative Services, and the Saddleback College Director of Marketing and Communications are the official public information and media spokespersons for the District, the colleges and ATEP.

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.

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 Government Relations, the Saddleback College Director of Marketing and Communications, and the Irvine Valley College Executive Director of Marketing and Creative Services to oversee and facilitate the production and dissemination of internal and external communications for the District, the colleges, and the Advanced Technology & Education Park (ATEP). These directors are available to District, college, and ATEP 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 the respective directors' offices. Communications should clearly identify the college or campus and the District, as well as the appropriate logos. Visual identity guidelines for the District, colleges and ATEP 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

Adopted: 08-28-92

Revised: 05-09-13

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Revised: 08-30-99

Revised: 10-18-18

Revised: 11-09-06

trustee’s name appearing last, followed by the name of the Chancellor. The name of the college 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 1 to April 30 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 Government Relations and the Saddleback College and the Irvine Valley College Marketing 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, elected officials (trustees) cannot be individually highlighted in the mass mailing publication by including a photo of the official or officials, the officials’ name or the official’s signature. 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.

Social media sites are administered by District and college communications offices, and where appropriate, by campus departments. While the District is committed to fostering an educational environment that allows for freedom of speech and expression in accordance with the First Amendment to the U.S. Constitution, any activity or posting on a District or college site that is unlawful, defamatory, or obscene will be removed without notice. Social media sites must comply with District and college communication and visual identity guidelines.

*References:*

*Government Code Sections 89001 and 89002*  
*Fair Political Practices Commission Regulation 18901.1*

Adopted: 08-28-92            Revised: 05-09-13  
Revised: 08-30-99           Revised: 10-18-18  
Revised: 11-09-06