

COMMUNICATIONS

PURPOSE

Edison State Community College is dedicated to effective communication with its various audiences, including current and prospective students, parents, and families, as well as alumni and friends through whatever practical means are relevant and available. This policy intends to ensure that communication and marketing materials disseminated by Edison State Community College can be easily identified as official or unofficial College websites, publications, or messages.

POLICY STATEMENT

College communications and marketing is the organization within the College responsible for all official administration interactions with the news media, broadcast, Internet, and print, including coordination of information relating to general College news or topics requiring an institutional response.

The Development office is the central authority for guiding the College's external communication and marketing efforts with approved exceptions. The marketing department provides oversight of the development of creative materials, media and marketing communications projects in all forms across the institution.

The marketing department relies on the expertise of academic departments and planning units and administrators to provide insight and expertise regarding unique market dynamics and target audiences. The marketing department provides the stewardship, tools, procedures, guidelines, and templates to ensure all units are held accountable and responsible for professionally accepted, unified communications for the College.

Questions from the News Media

Questions from news media that require an institutional response and relate to a College policy, position, or stance should be forwarded to the marketing department. In turn, the marketing department will work with the appropriate administrator to frame the response and determine who would be the most appropriate and effective spokesperson in a manner that avoids disruption of College activities and protects student privacy. In matters related to an individual's area of expertise or specialty, the marketing department should be made aware of the interview for tracking purposes.

News Releases

All news releases must be coordinated through the marketing department, with approved exceptions, to assure accurate, consistent and timely delivery of the institution's communication, and to avoid undue competition for media attention.

News Conferences

The marketing department will take the lead role in arranging a news conference, including making the decision as to whether or not a news conference is warranted. This will help ensure that news media are contacted and that the time and place of the news conference will encourage the best possible news coverage.

Crisis Communications

At the time of any College emergency, all official statements, announcements, or interviews relating to that emergency should be coordinated through the marketing department. A person will be designated as the spokesperson for media inquiries. For imminent threats, the College's Emergency Response Team unit will activate the appropriate notifications to the campus community. Approval will be obtained, in advance, from the appropriate College officials, for those messages concerning campus emergencies that do not require urgent or

immediate notification. The marketing department is responsible for deploying additional notifications to the campus community as rapidly as possible following initial notifications.

Social Media

Social media accounts associated with the College should be registered with the marketing department to ensure inclusion in the College's social media directories, to protect the brand, to avoid duplication of efforts and to support College-wide marketing efforts.

Promotion and Protection of the Brand

All marketing and promotional materials, including web-based communications must adhere to College's brand standards, which include instructions and tools for developing websites, printed and other web-based communication and marketing materials. All Edison State Community College titled sites must follow College brand standards to maintain consistent messaging and visual representation. Contact the marketing department for the official logo, approved images, and brand standards. The Edison State logo or any other College images shall not be used to promote a product, cause or candidate, or on personal social media sites.

If there are questions about whether or not materials are in compliance with established brand guidelines, the marketing department should be consulted to review promotional materials, including those intended for advertising purposes.

The marketing department will provide counsel by sharing marketing expertise and services to enhance the College's reputation with photo images, market research, planning, guidelines, sponsorship guidance, consultation and collaboration.

PERSONS AFFECTED

All Edison State Community College stakeholders.