THE PURPOSE

The purpose of this procedure is to outline the process for the production of disseminated information used to market and recruit for credit and non-credit programs and for student development programs from the Public Relations Office.

PROCEDURE

1. The Public Relations Director is designated to monitor all aspects of credit and non-credit marketing and student services disseminated information.

2. Responsibilities in production disseminated information:
   
   A. Public Relations Director provides on-going liaison with college committees, academic faculty, and staff to assure that information reflects
current and accurate facts. The Director provides liaison with the Vice President for Marketing and Enrollment Management to assure production of material that is consistent with the College’s mission, goals, and objectives. The Director provides on-going liaison with members of the media to facilitate information published in sources other than the College are clear, accurate, and current. The Director keeps up to date on current college, system, and state regulations regarding disseminated information and serves as the liaison with vendors to assure quality within established budgetary guidelines. The Director maintains records of revisions and distribution of disseminated information.

B. The Vice President for Marketing and Enrollment Management is the liaison with the President, Strategic Leadership Team, and Commission to assure disseminated information is consistent with the institution’s mission, goals and objectives and that all information is accurate and current.