Chapter:	Fiscal and Administrative Affairs	Modification No. 003
Subject:	**Public Information, Communications, and Marketing**	

I.   The Board of Trustees recognizes that communications and marketing play a vital role in the College's brand, image, and reputation, and must be communicated in a cohesive, consistent and positive manner to stakeholders and the general public. Additionally, the Board of Trustees recognizes that the development of public support for the College and participation in its programs and services depend upon an exchange of ideas and information, externally with the public and internally among its faculty, staff, and students.

II.   In order to support its communications and marketing goals, the College will develop a sound public information program; inform its faculty, staff, and students of those policies, procedures, events, and affairs of the College that affect them, giving such explanation as will enable clear understanding; inform the County citizens of the policies, actions, and decisions of the Board of Trustees; promote the value of the College and its programs to the public; make available to the public, insofar as it is reasonable and possible, all data about the College (excepting only such information considered confidential under applicable law); inform the citizens of the County continuously and accurately about the current state of the College to include both strengths and matters which need improvement; and assess periodically the information level, attitude, expectations, and needs of Montgomery County citizens with respect to the College.

III.   The President is authorized to establish procedures necessary to implement this policy.

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Board Approval: March 18, 1968; June 18, 1984; December 12, 2016.

PROCEDURE - Montgomery College **62003CP**

Chapter: Fiscal and Administrative Affairs Modification No. 004

Subject: **Public Information, Communications, and Marketing**

I. General

These procedures do not pertain to individuals who are speaking for themselves but only to those who are acting as official representatives of the College.

II. Responsibilities

A. The President has the overall responsibility for public information activities of the College. The Senior Vice President for Advancement and Community Engagement is accountable to the President for the development and implementation of an effective public information program.

B. Under supervision of the Senior Vice President for Advancement and Community Engagement, the Vice President of Communications exercises staff responsibility for coordinating and developing procedures for the dissemination of public information pertaining to and carrying out the business of the College.

C. The Vice President of Communications develops the annual plan and budget for the public information program of the College.

D. Administrators are responsible for maintaining effective community relations programs for the College, consistent with collegewide plans for communications. This should be accomplished through suggestions for timely news releases, sponsorship of activities to which the public is invited, and encouragement of the faculty, staff, administrators, and students to support community activities. Administrators also should keep the Vice President of Communications informed of potential or existing problems of public concern, criticism, or commendation of the College.

E. Deans and Department Chairs, in collaboration with the Vice President of Communications, Strategic Communications Director, and Marketing Director are responsible for developing promotional brochures and other materials pertaining to their programs.

F. The Office of Information Technology will provide implementation and ongoing maintenance support of the technology tools the College selects for sharing and disseminating of information pertaining to and for carrying out the business of the College.

G. All employees should support the College's community relations program by recognizing within their own sphere of activity those College events that have public appeal and by providing facts to the Vice President of Communications and Director of Community Engagement for news releases and dissemination.

H. Individuals who are so qualified should take advantage of opportunities to represent the College in community forums.

III.   College Logo

A.   The Montgomery College Graphics Standard Manual provides the only sanctioned marks and correct usage for use of the logo system. No other marks or symbols may be used to replace the official Montgomery College logo system. The use of any marks or symbols in conjunction with the Montgomery College logo must be approved by the Vice President of Communications. Creation of any new marks must be approved by the Vice President of Communications.

B.   The logo system of the College shall be applied consistently throughout all College communications, including in print, digital, display, broadcast and other electronic formats. The Vice President of Communications or designee is authorized to manage and enforce the Montgomery College logo system consistently throughout the College. The production or use of any public materials containing the College's name, logo and/or related insignia, for all internal or external publicity or promotional purposes must comply with the College's Graphics Standard Manual. Examples of such public materials include, but are not restricted to, letterhead, marketing campaigns, advertising, posters, videos, commercials, billboards, merchandise, brochures, displays, magazines and newsletters.

C.   Where the College's Graphics Standard Manual does not address the reasonable requirements of an academic, student affairs, or administrative unit for creative, marketing, or other reasons, the Vice President of Communications may allow a deviation or make unique provisions. If there can be no resolution between the Vice President of Communications and the head of the academic, student affairs, or administrative unit, such matters shall be referred to the Senior Vice President of Advancement and Community Engagement for resolution.

IV.   News Releases and Media Relations

A.   All inquiries from the media are to be referred to the Media Relations Director and/or the Vice President of Communications or his/her designee. The Media Relations Director and Vice President of Communications will ensure a clear, timely, coordinated, and consistent College response to inquiries. Exceptions are made for the release of information pertaining to data on athletic teams and events, which will be handled by the Athletic Director or his/her designee.

B.   Since positive media exposure is an essential element of the College's communications plan, all ideas or suggestions/initiatives for contacting the media shall be approved in advance by the Office of Communications. Conversely, the Vice President of Communications and the Media Relations Director should be immediately notified if occurrences could rise to the level of a news story.

C.   If an employee is questioned by news media representatives, bloggers, authors, or other journalists to provide official comment about matters of the College, and if the Vice President of Communications, Media Relations Director or his/her designee is not immediately available to assist, the employee should decline the interview request and refer the news media representative to the Office of Communications. Matters of the College are defined as including, but not limited to, College policies and procedures, academic programs, athletic programs, student affairs programs, or other functions or entities of the College. In order to

ensure accuracy, consistency, and compliance with public information regulations, public statements involving college policy, official position, staff, or students may not be released by an employee without consultation with the Office of Communications. Employees should immediately notify the Office of Communications about any inquiries from news media representatives, bloggers, authors or other journalist.

D.   In the event of a crisis or emergency situation, the Vice President of Communications and Director of Media and Public Relations will manage all contacts with news media and will coordinate information flow from the College to the public. In such situations, all College departments should refer calls from news media to the Office of Communications. The Office of Communications will work with the emergency communications team to coordinate the subsequent release of information to news media and the public.

E.   No lists of names, addresses, or phone numbers of College employees, alumni, donors, volunteers, or students will be provided to individuals or firms for advertising or other purposes.

F.   Information pertaining to personnel appointments will not be released until after Board of Trustees action confirming appointments made by the President, unless specifically authorized by the President or one of the vice presidents.

G.   News releases pertaining to members of the Board of Trustees, individually or collectively, must be cleared with the President or Chief of Staff/Chief Strategy Officer in the absence of the President.

H.   The College's name, seal, logo, and other visual marks of identification will be included within news releases as appropriate. Its use shall conform to the College's Graphics Standard Manual.

I.   News media representatives, other journalists, photography video, and audio crews must seek advance authorization from the Office of Communications if they want to enter classrooms, laboratories, or similar facilities for reporting, photography, or video/audio recording purposes. The request must be made in writing and include a specific date, time of arrival and departure from campus, and names of all crew members. Approval for news media access will be determined to ensure there is no compromise of the privacy and safety of students, faculty, staff, or administrators, or potential harm to College facilities or disruption of classes. If media relations staff are unavailable to accompany a member of the media on campus, at the discretion of the Media Relations Director, members of the news media and photo/audio/video crews may visit College facilities after picking up and displaying a press credential at the campus Office of Safety and Security. A college parking pass must also be displayed on any crew vehicles and parking shall be in lots designated by the Office of Safety and Security. The VP for Facilities and Security, the appropriate provost, and the appropriate SVP must be informed of their presence.

V.   <u>Marketing, Advertising, and Related Communications</u>

The preparation of all collegewide marketing and advertising requires approval of the Office of Communications.

A.   The Vice President of Communications shall establish a budget and develop a plan to support the marketing goals of the College.

B.   The Office of Communications reserves the right to determine when, where and under what circumstances the College's brand may be used.

C.   Marketing, advertising or other publicity of the College, or of College programs, events, actions or personnel, including cooperative campaigns with other organizations, is the responsibility of the Office of Communications. No other marketing or advertising may be conducted without prior approval of the Office of Communications.

D.   The use of College resources to promote advancement of commercial interests is not permitted.

E.   All College marketing, advertising, and related communications will be in compliance with applicable state and federal laws regarding required notices.

VI.   Alumni Affairs

The responsibility for alumni affairs, including alumni relations, retiree engagement and relations, recordkeeping, alumni events and alumni communications rests with the Director of Alumni Relations. The Director will budget funds sufficient for appropriate communications and outreach to alumni. The Director will manage contact information and biographical information on former students. Communication and marketing programs by the Director of Alumni relations should comply with College procedures for public information, communications and branding.

VII.   Speakers Bureau

The College operates a Speakers Bureau through which affiliates of the college (faculty, staff, trustees, alumni, retirees, administrators, Montgomery College Foundation Board, Pinkney Innovation Complex for Science and Technology Foundation Board, President's Roundtable, and Alumni Association) are available to speak on various topics for the enrichment of the community. Administration of the Speakers Bureau is the responsibility of the Office of Communications as well as managing and updating the Speakers Bureau webpage. All speaking arrangements will be initiated online by the requester.

Unless otherwise noted, these speaking engagements are designed for adult organizations or groups with an attendance of at least 15 individuals at meetings held in Montgomery County or in the Washington, D.C., area.

Because of the overwhelming number of requests, coupled with the speakers' busy schedules, organizations are limited to seven requests for a speaker per calendar year.

VIII.   Publications by Administrators, Staff, or Faculty

A.   College administrators, staff and faculty are encouraged to submit articles or other writings to professional journals or other periodicals for publication in print, on the web, or other media. College administrators, staff and faculty should not, however, represent a policy or practice as that of the College unless the article

containing such a representation has been reviewed by the person administering that policy or practice.

B. Authors of articles about projects financed by outside grants are responsible for knowing and following any regulations regarding publication.

C. Notification of publications by College personnel should be sent to the Office of Communications. The Vice President of Communications and Media Relations Director will offer suggestions to the author for publicizing the publication to the College community.

IX. Electronic Communications

A. Use of all electronic communications including email, texts, social media, and websites detailed in this procedure shall be consistent with the mission of the College and in compliance with all other applicable Board of Trustees' policies as well as all applicable laws, procedures, rules, and regulations. The College has the authority to remove or restore access to electronic communications owned or maintained by the College and to discipline any user who is believed to have violated College Policy and Procedure 66001-Acceptable Use of Information Technology.

B. Montgomery College encourages the use of electronic communications to share information and knowledge in support of the College's mission. Therefore, the College provides various electronic communication resources and services. In order to develop a sound public information program, the College must ensure that communications, whether external or internal, are professional, organized and purposeful. The College's electronic communication resources must be used in a manner that accurately reflects the College's mission in a consistent manner to external and internal constituencies and in accordance to College policies and federal and state laws and regulations. Established standards/processes areas including but not limited to internal and external e-mail, websites, applications (apps), social networking representing the College and using College facilities and equipment, etc. will reflect a unified College approach to each type of electronic communication resource made available by the College for use by its Faculty, Administrators, Staff, Alumni, Retirees, Friends and Students. The Vice President of Communications and the Vice President of Instructional and Information Technology/CIO are accountable to the President for the development and implementation of standards/procedures related to electronic communications.

C. Broadcast Email and Text Messaging:

1. A broadcast email or text message is defined as any electronic message that is distributed via email or text (Short Message Service – SMS) simultaneously to 50 or more of the College's external or internal constituents. Overuse of broadcast emails and text messages negatively impacts the College's ability to deliver messages of critical importance.

2. Broadcast email and text messages to students, faculty, staff and administrators are reserved for the following purposes:

a.   Communication with students for academic purposes.
b.   Regularly scheduled broadcast emails or text messages that are sanctioned by the Office of the President or the Office of Advancement and Community Engagement that are used in the normal course of business or operations and are intended to keep the College community and its constituents informed.
c.   Communication between governance councils and with appropriate council constituents.
d.   Communication between union officers with union members.
e.   Urgent notification of campus emergencies or circumstances that affect campus operations or safety.
f.   Required notices and reminders of impending deadlines that affect student standing or employee benefits.
g.   Announcements from the president, senior vice presidents, chief of staff, campus provosts, chief human resources officer, vice president of Instructional and IT/CIO, vice president of Communications, vice president of Facilities and Security or their designees.

3.   The Office of Communications will evaluate the suitability of other messages on a case-by-case basis.

D.   Social Media

Montgomery College believes that having a presence in social media allows the College to disseminate information and interact with the public and important constituencies using the most current technologies. Social media is defined as: Works of user-created video, audio, text or multimedia that are published and shared in a social media environment, such as a blog, application or video hosting site.

1.   All use of social media by the College must comply with the College's Web Privacy Statement with regard to Personally Identifiable Information Privacy.

2.   Use of College social media platforms by students shall comply with the Student Code of Conduct policy and procedure regarding online activities

3.   The College may have accounts on multiple social media platforms, which officially represent the College and are administered by the Office of Communications. The Office of Communications is responsible for monitoring of these accounts to ensure compliance with College policy and procedures, appropriate use, accuracy, and timeliness of information.

4.   Separate official social media accounts that represent a department of the College may be established with the approval of The Office of Communications. Each College department is responsible for ensuring compliance with College social media policy and procedures, appropriate use, accuracy, and timeliness of information. The Office of Communications may request removal of such accounts if they are deemed to be out of date or of minimal value, or in conflict with the

College's overall social media strategy. In such cases, the Office of Communications shall offer assistance via the College's official social media platforms.

5.   Affiliating (such as "following" or "friending") with other entities on social media platforms should be done to facilitate dialogue and does not constitute an endorsement by the College. Such social media affiliations should be terminated if the communications are deemed inappropriate by the Office of Communications or otherwise violate College policy and procedures.

6.   Personal social media accounts, blogs or other Internet sites that are operated by College employees, students, or consultants shall not represent that such accounts are being officially sanctioned, sponsored, or provided by the College. Such accounts shall not use the College's trademarks and logos without permission, and shall contain a prominent disclaimer stating that "the account/page/site is not endorsed, sponsored or provided by or on behalf of Montgomery College."

E.   <u>Internal Email</u>

The use of the College's email shall comply with the Acceptable Use Policy and applies equally to all employees, students, interns, and consultants.

F.   <u>Montgomery College Internet Sites</u>

Internet Sites: General oversight for content of the College's web pages, and policies governing the use of these resources, is the responsibility of the Office of Communications. Oversight of the technical functionality of the College's websites is the responsibility of the Office of Information Technology. All College web pages shall comply with <u>College Policy and Procedure 66004-Electronic Information Technology Accessibility</u>.

1.   The purpose of the Internet sites standard is to ensure accuracy, consistency, integrity, and protection of the identity and image of the College by providing a set of standards and guidelines for Montgomery College's websites.

2.   The College maintains the <u>www.montgomerycollege.edu</u> Internet site, which may include other special-purpose sections, such as student blogs. The College may establish other sites on additional Internet domains as deemed necessary for supporting the College mission and approved by the senior vice president of the Office of Advancement and Community Engagement.

3.   This procedure applies to all official Montgomery College material, and to all unofficial content posted by individuals and student groups within the College's Internet domain.

4.   Style and Content Guidelines: A single content management system (CMS) has been adopted as a standard for Montgomery College websites to ensure compliance with style, content, and branding

standards. Information on the style and content guidelines established for montgomerycollege.edu websites is located at http://cms.montgomerycollege.edu/cms/standards/.

5.   Roles and Responsibilities: Designated content managers are encouraged to publish information on the appropriate sections of the montgomerycollege.edu websites as specified by the site's information architecture and approved by the Office of Communications.

6.   Designated content managers who create or maintain one or more website pages will assume responsibility for the accuracy, quality and currency of the page content, as well as compliance with the College Style Guide and Brand Standards. Designated content managers will be held accountable for compliance with appropriate College policy, rules, and regulations as well as local, state, and federal laws.

7.   Administrators shall continuously ensure that their respective web pages or sites:

      a.   Comply with the guidelines established in this document
      b.   Are consistent with College mission, vision, and call to action
      c.   Comply with ownership rights of intellectual property
      d.   Are developed and managed with a responsible use of resources
      e.   Protect copyrighted information and materials
      f.   Use licensed software
      g.   Are used strictly for College purposes (e.g. no personal business, personal advertising, etc.)
      h.   Will not cause computer or network loads that impair other services
      i.   Are consistent with College policies, rules, and regulations and with local, state, and federal laws
      j.   Refrain from linking to non-College sites which are known to violate the above; and
      k.   Are reviewed periodically to ensure the information contained in them is up to date. It is expected that all websites be reviewed by their respective administrators and updated whenever possible or at least four times a year.

8.   All College website content must be maintained by or sponsored by an employee as approved by the Office of Information Technology or the Office of Communications. Student organization representatives must designate a faculty or staff sponsor contact email address and contact information.

9.   The Office of Communications has content administration responsibility for the College's web presence (www.montgomerycollege.edu). As needed, this Office will review and approve College websites for brand image integrity and information related to institutional mission and purpose.

10.   The Office of Communications reserves the right to edit or delete content that is not consistent with the College mission, the Style Guide, Brand Standards and Acceptable Use Policy:

Sites found to be in violation of the guidelines and other College policy will be removed immediately if contact cannot be made with the web account holder in order to bring the page into compliance. Individual breach of a policy of acceptable use may lead to the loss of privilege of using the College's websites and other penalties indicated under College policy. A violation of College policies, rules, and regulations, or with local, state, and federal laws including laws concerning copyrights, or obscenity also may lead to student expulsion or employee termination. Failure to maintain up-to-date information may result in removal of the department or organization link. Comments or posts deemed inappropriate by the Office of Communications, due to harassing or threatening language, slander or profanity will be removed without prior notice. The Office of Communications may request the assistance of the Office of Information Technology to enforce compliance with these policies.

11.   The Office of Communications' staff will review all official Montgomery College websites on a regular basis. Compliance shall be assessed on, but not limited to:
a.   Accurate and current information
b.   Functional links
c.   Accessibility and usability issues
d.   Style and brand compliance

12.   The Office of Information Technology has technical administration responsibility for the College websites (and provides client-centered guidance and support to the College community for the maintenance and development of the College's websites.

13.   The Office of Information Technology will maintain the websites that provide information on web site development, web standards and guidelines, and the process for users to build a college web site.

14.   The Office of Communications and the Office of Information Technology will collaborate with departments and individuals in developing and maintaining website information.

15.   The Center for Professional & Organizational Development sponsors in-service training to College employees on website development, appropriate content and style and branding guidelines, and maintenance as well as on topics related to appropriate use and accessibility.

G.   Digital Signage:

1.   Montgomery College's digital signage displays provide information about academic programs, educational opportunities, community events, activities, and emergency notifications. The digital signage procedure applies to all campus-based signage (within buildings and in campus

common areas) and gateway signage. The digital signage procedure applies to all College-approved content and materials.

2. Digital signage in College buildings and exterior common areas is to be used to provide information on display screens at public areas throughout the campus. Gateway digital signage is to be used to provide information of public interest and emergency information on the display screens at gateways of the campuses.

3. All digital display content will be managed in the College's content management system, and content must follow the College's Style Guide and Brand Standards.

4. The Office of Communications provides general oversight of the College's digital signage displays to insure accurate and timely information, and to ensure compliance with the College's policies, procedures, the Style Guide and Brand Standards.

5. <u>Roles and Responsibilities:</u>

    a. Only registered student organizations, governance units, academic units, Student Affairs, administrative areas, and the Office of Communications are permitted to display content on the digital signage system. Authorized users are encouraged to publish information provided such information supports the mission of the College and is in compliance with the appropriate College policies and procedures and with all applicable local, state and federal laws, and follows the College Style Guide and Brand Standards.

    b. Authorized users who create or maintain digital signage content will ensure that their respective content meets the following requirements:

        1) Complies with this procedure and with the content management system (CMS) adopted by the College for Montgomery College digital signage displays;
        2) Is consistent with College mission, vision, and values;
        3) Have written permission to use images of the College community (College personnel and students) within the display design, and are authorized to use trademarked or copyrighted material;
        4) Ensures content is only for College purposes (e.g. no personal business, personal advertising, etc.);
        5) Is consistent with local, state, and federal laws; and
        6) Development of plans to periodically review the signage to ensure the information is up to date. All content shall have an end date at which it will be removed from display.

    c. The Office of Communications has content administration authority for the College's digital signage displays and may edit

or delete content that is not consistent with the College mission, the Acceptable Use Policy, or the requirements outlined in this procedure. The Office of Communications will periodically review the Montgomery College digital signage displays to ensure:

1) Accurate and current information;
2) Accessibility;
3) Compliance with College digital signage display requirements, policies and procedures, and local, state, and federal laws; and
4) Compliance with College Style Guide and Brand Standards.

    d. The Office of Information Technology has technical administration and maintenance responsibility for the digital signage display hardware and software.

    e. A violation of College policies and procedures regarding digital signage, or local, state, and federal laws may lead to the revocation of rights as a user and to appropriate disciplinary action. Comments or posts deemed inappropriate by the Vice President of Communications or other designee, due to harassing or threatening language, slander or profanity, copyright concerns, erroneous or nonpublic information, may be removed by the College's Office of Communications.

H. Montgomery College Television Standard:

General oversight of the College's cable channel and Internet platforms (YouTube, Vimeo, etc.) and media production services, and procedures governing the use of these resources, is the responsibility of the Office of Communications.

    a. Roles and Responsibilities:

        1) The Office of Communications has content administration authority for the College's cable channel operation and will seek to ensure:

            a) Programming is consistent with College mission, vision, and values;
            b) Originally created videos follow College Style Guide and College Brand Standards to ensure writing and graphics are consistent with the MC brand identity;
            c) Have written permission to use images of the College community (College personnel and students) within the video;
            d) Purpose of channel is only for College, community or Montgomery County Public, Education and Government (PEG) Network purposes (e.g. no personal business, personal advertising, etc.);
            e) Any sponsorships align within acceptable content and uses of a PEG channel;

f)　　　　Accurate and current information.

2)　　　MCTV programming will adhere to technical audio and video level standards as outlined by the FCC, and MCTV will only air content that is within FCC guidelines pertaining to obscenity. Programs created by or airing on MCTV will comply with federal copyright law. A violation of College policies, rules, FCC regulations, or federal laws including laws concerning copyrights, or obscenity, may lead to employee reprimand or termination.

3)　　　MCTV programming will include the closed captioning option for all acquired programs that provide captions, and will generate closed captioning in English for specified originally produced programs within the guidelines in the federal Americans with Disabilities Act law.

X.　　　Online Commerce (E-Commerce)

A.　　Montgomery College will allow entrepreneurial websites that perform financial transactions only in accordance with its approved policies and procedures, Office of Information Technology standards, Payment Card Industry (PCI) compliance directives, and with the approval of the Office of Business Services.

B.　　Credit card numbers and other confidential card holder data (i.e. magnetic strip, track or chip data or card verification code or value) submitted on College entrepreneurial websites must not be stored on College owned information technology resources.

C.　　Credit card transaction processing initiated by College entrepreneurial websites must take place on approved information technology resources or third-party information technology resources as approved by the Office of Information Technology and the Office of Business Services.　Any such processing must be encrypted at all points of the transaction.

D.　　The Office of Business Services oversee the creation of all forms requiring online credit card transactions. All transactions shall be uniquely coded and recorded to provide a transparent audit trail.

XI.　　Periodic Review

It is the Office of Communications' intent to review the effectiveness of its policy and guidelines at least once a year. Academic departments, student affairs departments, administrative offices, student organizations and individuals will be encouraged to direct comments and suggestions to the Office of Communications.　Recommendations developing out of the comments and suggestions will be submitted to the Policies and Procedures Review Committee appointed by the President.

XII.　　Training

The Office of Communications, Office of Information Technology, and the Center for Professional & Organizational Development are responsible for identifying appropriate training for College employees on adherence of the College's Style Guide and Brand

Standards, use of content management systems for electronic communications, and on topics related to appropriate use.

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Administrative Approval: June 18, 1984; September 28, 2010; December 13, 2016; June 30, 2017.