

NORTHEAST COMMUNITY COLLEGE POLICY MANUAL

SECTION 3 – GENERAL INSTITUTIONAL SUBSECTION 34 – MARKETING

POLICY NUMBER: BP – 3410

MARKETING, PUBLIC RELATIONS AND WEB SYSTEMS COMMUNICATION STANDARDS

1. POLICY REASON/PURPOSE/INTENT

To establish standards regarding official College communications.

2. DEFINITIONS

N/A

3. POLICY

3.1 The Marketing, Public Relations, and Web Systems Services Departments are recognized as the official clearinghouse for all marketing activities, public release of information, and information delivery through Northeast Community College domains, websites, and applications, both externally and internally, in accordance with the established Northeast Community College Communication and Information Standards and college procedures. Adherence to these standards is designed to assure that the College's image is promoted in a professional and positive manner while providing a consistent message to all audiences.

4. APPLICABILITY

N/A

EFFECTIVE DATE: 5/12/2016

ORIGINAL ADOPTION DATE: 02/09/2012 (item #11011)

REVISION DATE (AND BOARD OF GOVERNORS' MINUTES ITEM NUMBER): 04/09/2014
(item #11419), 05/12/2016 (item#11834)

PRIOR POLICY/PROCEDURE NUMBER: 2092

SCHEDULE FOR REVIEW: 2021

DIVISIONS/DEPARTMENT RESPONSIBLE FOR REVIEW & UPDATE: Instl Advancement

SPONSORING DIVISION/DEPARTMENT: Institutional Advancement

RESCINDED DATE: none

LEGAL REFERENCE: none

CROSS REFERENCE: none

PROCEDURE(S) FOR POLICY: AP-3410.0

RELATED POLICIES/REFERENCES: none

POLICY KEY WORDS: marketing; news media; website