

## PUBLIC COMMUNICATIONS

The District Chief Communications Officer, 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 Advanced Technology & Education Park (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 for dissemination to the students and the general public must be accessible and 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, websites, 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 Chief Communications Officer, 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 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 students and the general public. 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 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, Student Trustee, Chancellor, 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 trustee's name appearing last, followed by the name of the Chancellor. The name of the college president should be listed

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on a separate line. The name of the student trustee may 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 beginning with the Board meeting in May. 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 webpages, although there should be a link to the District home page from the colleges' and ATEP's 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 Chief Communications Officer 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 that is sent in response to an unsolicited request, letter, or other inquiry.

- 3. For publications that have been approved for mass mailing, the trustees cannot be individually highlighted in the mass mailing publication by including a photo of the trustee, the trustees' name, or the trustee's signature. Trustees' names are permitted in telephone directories, organization charts, listings, rosters, letterhead, forms, or publications that include the names of all trustees as well as other individuals in the District or college sending the mailing. The name of each trustee 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*

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