

General Institution

AP 3920 COMMUNICATION WITH THE PUBLIC

References:

2 California Code of Regulations Section 18901;
Government Code Sections 89041.5 and 89001

The Office of Communications and Community Relations is responsible for college marketing, advertising, publicity, public relations, government relations, public information, event planning, District website, institutional branding, graphic design, video production, print publications, District mailings, and reprographics.

All publications will present a consistent image including use of logo, typeface, and theme.

Further details related to District publications and communications can be found in the Office of Communications and Community Relations guidelines available in print and on the District's website.

The Office of Communications and Community Relations works closely with the members of the news media to facilitate the dissemination of accurate information about the District's news, events, and accomplishments. Inquiries from members of the news media may be referred to subject area experts and/or special event coordinators as appropriate. Media guidelines are available on District's website.

Also see BP 1100 titled the Marin Community College District

Office of Primary Responsibility: Office of Communications and Community Relations

Date Approved: April 19, 2011

(Replaces College of Marin Procedure 7.0051 DP.1)