

NORTHEAST COMMUNITY COLLEGE

ADMINISTRATIVE PROCEDURE NUMBER: AP-3410.0

FOR POLICY NUMBER: BP – 3410

MARKETING, PUBLIC RELATIONS AND WEB SYSTEMS COMMUNICATION STANDARDS PROCEDURES

1. PROCEDURE SUMMARY STATEMENT

To establish standards regarding official College communications.

2. DEFINITIONS

N/A

3. PROCEDURE

3.1 Official communications are established and administered through the Northeast Community College Communication and Information Standards. The Marketing, Public Relations and Web Systems Communication Standards Procedures are maintained and posted on the College website.

3.2 Northeast Community College Communication and Information Standards

3.2.1 Marketing

The Marketing Department is responsible for protecting the positive image of the College, promoting awareness of its programs and services to prospective students and members of the public and ensuring that consistent and accurate communications are produced and marketing resources are used effectively. The Marketing Department serves as the clearinghouse for all promotional/marketing projects.

All Northeast Community College marketing efforts reflect the following standards:

3.2.1.1 Provide a comprehensive marketing plan to achieve the strategic goals of the College.

3.2.1.2 Protect and enhance the Northeast brand.

3.2.1.3 Provide a consistent image of Northeast Community College.

3.2.2 Marketing Procedures

In order for Northeast to fully realize these standards, the Marketing Department has instituted the following procedures:

3.2.2.1 All promotional advertising for Northeast Community College can be placed only with prior authorization of the Marketing Department.

3.2.2.2 The Marketing Department must approve the use of all promotional projects directed to an external audience. This includes any information displayed on the web, in print, and any form of digital media.

3.2.2.3 The Marketing Department will provide recommendations on, and the creation of, promotional/marketing projects for the College and its departments.

3.2.2.4 All promotional/marketing projects for Northeast should be requested through a service request.

3.2.2.5 Proper use of the College academic logo and sub-brand logos must be followed.

Northeast's official Branding and Social Media Guides must be followed by all personnel and departments of the College. These guides provide specific information and are available in the Marketing Department and on the marketing Sharepoint site.

3.2.3 Public Relations

The Public Relations Department maintains open and positive communication with the media in the region served by Northeast Community College and beyond and provides information related to the College's educational programs and services. The Public Relations Department develops communications for publication or broadcast designed to encourage and cultivate pride of association and ownership with College programs among students, parents, faculty, staff, and constituents in Northeast's 20-county service area as well as the state of Nebraska, the nation and across the world.

All Northeast Community College public information is developed with the following standards:

3.2.3.1 The Public Relations Department coordinates and seeks approval for any statement or release of information for publication or broadcast concerning or involving College policy with the College President or his/her designee per BP-3310.

3.2.3.2 All public information and activities of the College campus in Norfolk and its extended campuses in O'Neill, South Sioux City, and West Point and regional offices in Ainsworth and Hartington for publication or broadcast are coordinated to assure a consistent message is communicated throughout the College's 20-county service area.

3.2.3.3 A program of public information and community relations is designed to assist current and prospective students in making informed decisions regarding enrollment in academic programs and promote the value of a comprehensive community college.

3.2.4 Public Relations Procedures

In order for Northeast to fully realize these standards, the Public Relations Department has instituted the following procedures:

3.2.4.1 All public statements or releases of information concerning or involving College policy will be reviewed and approved by the College President or his/her designee.

3.2.4.2 All staff-generated public releases of information and photography must be reviewed and cleared through the Public Relations Office, including print news releases and newspaper, magazine, and newsletter articles; web news releases and articles; TV/digital news interviews and stories, including KHWK- Hawk TV; and radio news interviews and stories.

3.2.4.3 The Public Relations Department must be notified when a Northeast Community College employee will be working with a media representative/reporter on a public release of information and photography, including print news releases and newspaper, magazine, and newsletter articles; web news releases and articles; TV/digital news interviews and stories, including KHWK-Hawk TV; and radio news interviews and stories.

3.2.4.4 The Public Relations Department will direct all media inquiries to the appropriate staff member. Media requests should be answered as quickly as possible, preferably within one business day.

3.2.5 Web Systems

The Web Systems Department follows industry standards and laws by establishing best practices when designing, developing, or administrating websites and web systems. These best practices are important to the integrity of the Northeast brand and user experiences when engaging with the College's stakeholders.

All Northeast Community College websites and applications are created and maintained with the following standards:

3.2.5.1 Maintain accurate and up-to-date information.

3.2.5.2 Abide by all local, state, and federal laws and regulations.

3.2.5.3 Follow industry accepted best practices.

3.2.5.4 Follow web accessibility standards (508, W3C, WAI).

3.2.5.5 Provide a consistent visual appearance.

3.2.5.6 Keep the user's needs in mind and strive for simplicity.

3.2.5.7 Protect the reputation of the College's domains and web presence.

3.2.6 Web Systems Procedures

In order for Northeast to fully realize these standards and to protect the College's domains and web presence, the Web Systems Department has instituted the following procedures:

3.2.6.1 The sponsoring department, division, or program is responsible for periodically reviewing the web page and providing accurate and updated information.

3.2.6.2 The Web Systems Department is responsible for the design of all College websites and applications to assure that websites meet all legal requirements and follow best practices.

3.2.6.3 Staff must contact the Web Systems Department for assistance on the proper use of mass electronic communication tools (such as email, text, etc.) to assure protocols which protect the College's web properties and domains are followed.

4. APPLICABILITY

N/A

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PRIOR POLICY/PROCEDURE NUMBER: 2092.a

SCHEDULE FOR REVIEW: 2021

DIVISIONS/DEPARTMENT RESPONSIBLE FOR REVIEW & UPDATE: Institutional Advancement Division

SPONSORING DIVISION/DEPARTMENT: Institutional Advancement

RELATED PROCEDURES/ REFERENCE: none

PROCEDURE KEY WORDS: marketing; website; communication standards