

## **RESPONSIBILITY FOR PUBLIC RELATIONS**

**BP 2110**

The Superintendent/President is responsible for implementing the Board's public relations policies. The Superintendent/President shall assume leadership in the day-to-day college-community relations program.

All employees, instructional and non-instructional, shall be involved in the total public relations effort of the college.

The Superintendent/President is responsible for interpreting Board policies to the staff and to the public. The Superintendent/President shall require an active and comprehensive informational program to be conducted for the promotion of widespread understanding of the college's programs.

The Superintendent/President shall take necessary precautions to avoid exploitation of the college, staff, or students in the interest of commercial, ideological, or other non-college organizations under the pretense of creating good relationships.

***Legal Reference:*** None

Adopted: February 1, 1988