

INFORMATION TO THE PUBLIC

BP 8000

The Cabrillo College Governing Board recognizes the need for dissemination of accurate and timely information about Cabrillo College classes, policies and activities. The Board delegates to the Marketing and Communication Office Department responsibility for development and production of the majority of the college's official publications, for the development and placement of advertising for general college programs, and for the development and distribution of news releases. The Office Department also is responsible for the review of the official publications produced by other departments when those publications are distributed to the general public.

Adopted: August 6, 1990

Revised: June 1995

INFORMATION TO THE PUBLIC

AR 8000

The Director of Marketing and Communication, in consultation with the Superintendent/President and other managers and administrators, establishes the priority of activities within the Marketing and Communication Office Department.

The Marketing and Communication Office Department is responsible for the design, coordination, production, and distribution of all issues of the Schedule of Classes, the Cabrillo College Catalog, and general publications about the college. Although the content for these publications generally originates from the instructional and student services components of the college, the Marketing and Communication Office Department is responsible for coordination of the publications, preparation for printing, arrangements for printing, and distribution. Arrangements for printing include responsibility to prepare specifications for the formal bidding process when it is required. The Marketing and Communication Office Department also is responsible for the production and distribution of brochures describing the college's occupational training programs. In addition, the Marketing and Communication Office Department prepares and distributes news releases, and develops, places, and evaluates all-media advertising to promote registration in fall and spring semesters and in summer sessions. These activities are the highest priorities of the Marketing and Communication Office Department.

The Marketing and Communication Office Department facilitates the production of internal communications and various special projects at the direction of the Superintendent/President. These activities are included among the highest priorities of the Office Department.

The Marketing and Communication Office Department regularly produces flyers, publications and news releases to describe the programs and activities of individual departments of the college. All requests for service in this category are accommodated on the basis of time available. To encourage these requests for service and to facilitate responses to them, the Marketing and Communication Office Department uses Request for Service forms. Schedules for completion of various types of projects are described on the form, and requests are handled in the order in which they are received. Requests for service for noncollege projects, even if made by members of the college, will not be considered.

Departments and individuals who produce their own flyers and other publications are required to secure approval for content and appearance prior to printing. Approval is given by the supervising division chair, administrator, or manager, who may request additional review by the Marketing and Communication Office Department. Departments and individuals provide the Marketing and Communication Office Department with copies of all printed materials given to the public.

PROTOCOL FOR RELEASE OF INFORMATION

BP 8010

The Superintendent/President establishes the protocol by which official responses are given to queries about college issues and policies.

Adopted: August 6, 1990

Revised: June 1995

**PROTOCOL FOR RELEASE OF INFORMATION PROTOCOL FOR
RELEASE OF INFORMATION AR 8010**

All members of the Marketing and Communication Office Department are authorized to respond directly to requests when they involve confirmation of routine information, such as dates and times of meetings or events, names and titles of college officials, and descriptions of actions taken in public session by the Governing Board.

All requests for non-routine information, such as analysis of policy or discussion of the significance of Board action, are referred to the Director of Public Information Marketing and Communication. The Director is responsible to provide the appropriate information, either by release of information authorized by the Superintendent/President, or by referral to another manager or administrator.

**ACCESS TO MAILING LISTS,PHOTO FILES AND
ARTWORKACCESS TO MAILING LISTS,PHOTO FILES AND
ARTWORK BP 8020**

The Marketing and Communication Office Department maintains files of publications, news media lists, news clippings, photographs, clip art, and other publications and records. These materials are the sole property of Cabrillo College, and they are released only for the purpose of accomplishing official Cabrillo College business.

Outdated publications, news clippings and other appropriate materials are given to the Cabrillo College Library Archives for permanent maintenance.

Adopted: August 6, 1990

Revised: June 1995

**ACCESS TO MAILING LISTS,PHOTO FILES AND
ARTWORKACCESS TO MAILING LISTS,PHOTO FILES AND
ARTWORK AR 8020**

The Marketing and Communication Office Department develops and maintains complete mailing, telephone and FAX lists of all the Monterey Bay Area news media. Mailing lists for community college journals and other publications also are maintained for use in disseminating information about college programs, policies and personnel. These lists are generally available only to departments which need them for official college communications.

The Marketing and Communication Office Department provides a news clipping service for the college, developing and maintaining files of news stories and feature articles which are printed in local newspapers and magazines. Reference materials, including color charts, books of clip art, and various publication guides are available in the Marketing and Communication Office Department for use by any college member for college business. Access to these resources is restricted to in-office use.

The Marketing and Communication Office Department develops and maintains an inventory of photographs for use in publications and promotions. These photographs are available only for official college use, and are not ordinarily released for noncollege purposes. Exceptions may be made by the Superintendent/President. Photographs are the exclusive property of Cabrillo College, whether they are purchased from outside photographers, produced by staff members, or donated to the college by volunteers, students, faculty, or community members. In most cases, photo credits are not given, and no royalties are paid for photos purchased for publication.

The Marketing and Communication Office Department develops and maintains files containing background information about individual college programs, and, with their permission, about individual faculty and staff members. These files are resources for Marketing and Communication Office Department staff members, who use them for developing feature and news stories and in various college publications. Faculty and staff give permission for unlimited use of file information at the time that they provide the background materials.

TRANSLATION OF COLLEGE PUBLICATIONS

BP 8030

The Governing Board authorizes dissemination of information about college programs and services in languages other than English. The Governing Board requires that the standards of language used in such translations are equivalent to the highest standards of English usage. The Director of Marketing and Communication in consultation with members of the Foreign Language and Communications Division, is responsible to ensure that accurate and appropriate non-English translations are used in college publications and advertising.

Adopted: August 6, 1990

Revised: June 1995

TRANSLATION OF COLLEGE PUBLICATIONS

AR 8030

The Marketing and Communication Office Department receives requests for translations of various printed materials from the student services and instructional components of the college. In consultation with members of the Foreign Languages and Communications Division, the Director of Marketing and Communication selects appropriate translator(s), either from among qualified college members or from outside resources. The Director of Public Information Marketing and Communication, in consultation with other college administrators and managers, determines whether or not a sufficient audience exists to warrant translations.

The Marketing and Communication Office Department works with appropriate media sources to ensure that advertising, news releases, public service announcements, and feature stories are presented in the languages appropriate to ensure greatest public response.