



Category

8-01 College Community Relations and Publications

Approval

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Responsible Party: Executive Direct, Marketing and Community Outreach

Policy Statement

The College-community relations program is a responsibility of both the WSU Tech Industry Advisory Board and the total College staff. Within the bounds of legal and ethical responsibilities to students, the College will attempt to keep the community well informed about the operations and needs of the College. The College recognizes the necessity of involving citizens in the work of the schools and of two-way marketing and communications with the schools' internal and external audiences. Communications vehicles may include publications of print, audio, video, digital media (e.g., Intranet or Internet publications), social media and various face-to-face communication activities.

Implemental Procedures:

1. Two-way Communications. The College shall maintain two-way communications with its many publics by (1) providing an information program to aid public understanding of the schools, and (2) continuously attempting to assess public opinion as means to assist the WSU Tech Industry Advisory Board in policy determination and to assist the professional staff in operation of the schools.

2. Citizen Involvement. The WSU Tech Industry Advisory Board and staff shall seek ways of involving citizens in the work of the schools to foster community understanding and a sharing of responsibility for the quality of education.

3. College Liaison. Marketing shall serve as the College's liaison with news media personnel and shall be responsible for developing and disseminating news and feature items to the news media. (See P2110 - News Media Relations policy.)

4. Public Information Activities. Marketing shall be responsible for planning and conducting public information activities. The purpose of these activities shall be to keep members of the staff and community informed about school activities and operations.

5. College Publications. College publications are all publications authored by school and/or College office staff within the scope of employment. Staff shall be responsible for planning and producing publications. Examples of these publications include, but are not limited to brochures, catalogs, posters, newsletters, invitations, audio/video programs, and digital media (e.g., online publications).

6. Compliance with FERPA. Release or disclosure of information contained in student educational records must be done in compliance with the Family Educational Rights and Privacy

Act (FERPA), 20 U.S.C. § 1232g, as amended, and its interpretive regulations, 34 C.F.R. § 99.1, et seq. (See P5501 - Privacy of Student Records and the College guidelines for FERPA.)

7. Copyright law shall be respected for all publications. (See P6400 - Copyright policy.)

8. Commercial Distribution of College Publications. College publications may not be distributed commercially for the personal gain of any students(s) or College staff member(s) without the prior written approval of the President of the College and the WSU Tech Industry Advisory Board. In the event that such publication is approved, signed Publication Consent Forms must be obtained for all participants prior to production and the publication may only be distributed and used as provided therein.

9. Evaluation. School-community relations and College publications shall be evaluated annually as part of the College's strategic planning process.