



1100 – Public Communications

Policy

The Chancellor is responsible for implementing the Board’s policy of communication with the public. Public communication shall be accurate, timely and open.

Adopted: June 28, 2004

Procedure

Public Information Offices

The public information functions at the Yosemite Community College District are performed by the following three offices: Yosemite Community College District Office of External Affairs, Modesto Junior College Public Information Office and Columbia College Public Information Office.

Individual College Responsibility

The individual colleges of the District will release news of events, coming events, accomplishments of students and staff and other matters of interest concerning their respective colleges, sending copies of all press releases to the District Director of External Affairs.

District Responsibility

The Yosemite Community College District Office of External Affairs will release information on District policies, Board actions and other matters involving the District as a whole, sending copies of all press releases to the Modesto Junior College Director of Marketing & Public Relations and to the Columbia College Director of Marketing & Public Information for their information.

District Procedures

The District will encourage access to public information on all its activities. Periodically, the District and colleges will issue general publications about the District and its colleges for distribution to the news media and to the general public.

Questions from the media shall be directed to the District Director of External Affairs, or to the Modesto Junior College Director of Marketing & Public Relations or the Columbia College Director of Marketing & Public Information, depending on the issue topic.

Release of Information to the Public

All action taken by the Board of Trustees in open session shall be considered public information and made available to the media, staff, students and the community.

District employees who are contacted by the media regarding District or college information are not required to respond to media inquiries, however they are encouraged to refer media representatives to the District Office of External Affairs and/or the appropriate college public information office. This request is intended to ensure that both the employee and the media are accurately informed about any topic of community interest.

District employees are encouraged to answer questions from the public or media concerning their areas of knowledge and responsibility and also inform the appropriate public information office of such inquiries.

Spokespersons

When the news media seek information relating to an official position of the District on a given matter, such inquiries shall be referred to the Chancellor or to the Director of External Affairs.

The Chancellor and the Director of External Affairs are to issue official statements to the media on behalf of the District, and the appropriate college President and public information officer on behalf of their respective college.

This in no way curtails the right of District employees to speak as individuals on any matter, however their comments should be clearly identified as an expression of their own personal viewpoints and not represented as official positions of the District, unless authorized by the Chancellor or appropriate college President.

Publications

All publications produced for distribution to the general public, or to students, must comply with relevant laws and regulations and shall be reviewed for legal, grammatical and programmatic accuracy by the responsible administrator. All publications must clearly identify the college and/or District, in compliance with adopted graphic standards.

Publications subject to review include, but are not limited to, newsletters, recruitment/marketing materials, programs, flyers, announcements, and reports.

In accordance with regulations of the Fair Political Practices Commission, publications that are distributed to the general public may not highlight Board members, including photos, messages, names or signatures.

All publications containing information related to employee rights, responsibilities or other aspects of employment must be authorized by the Office of Human Resources.

All advertising and recruitment materials must be approved by the appropriate public information office as noted above, with the exception of personnel ads and legal notices.

Public Records Requests

Refer to YCCD Policy and Procedure 2300 regarding Requests for Public Records.

Student Records and Privacy

Privacy rights of students are protected by the California Education Code. Refer to YCCD Policy and Procedure 5040 regarding the release of student records.

Procedure Last Revised: 03/12/08