



**Policy**

**3-8001 Public Communications**

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

**Cross References (see also):**

YCCD Policy 3300 – Public Records

YCCD Policy 5040 – Student Records, Directory Information, and Privacy

**Adopted:** June 28, 2004

**Revision Adopted:** March 8, 2017

**Last Reviewed:** March 8, 2017

**Administrative Procedure**

**3-8001 Public Communications**

**Public Information**

The public information functions at the Yosemite Community College District are performed by the following three offices: Yosemite Community College District Chancellor’s Office, Modesto Junior College President’s Office, and Columbia College President’s 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 Public Affairs.

**District Responsibility**

The Yosemite Community College District Director of Public 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 President’s Office and to the Columbia College President’s Office 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.

**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 Director of Public Affairs and/or the appropriate college President’s 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 college President’s 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 District Director of Public Affairs.

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

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

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6 **Publications**

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

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

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15 In accordance with Regulation 18901 of the Fair Political Practices Commission, publications that are  
16 distributed to the general public may not feature or single out an elected Board member by manner of  
17 display of his or her name or office in the layout of the document, such as by headlines, captions, type  
18 size, typeface, or color, as well as photos, messages, or signatures.

19  
20 All publications containing information related to employee rights, responsibilities or other aspects of  
21 employment must be authorized by the Office of Human Resources.

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

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26 **Public Records Requests**

27 Refer to YCCD Policy and Procedure 3300 regarding Requests for Public Records.

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29 **Student Records and Privacy**

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

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33 **References:**

34 Education Code Sections [76200 et seq.](#); Title 2 Section [18901](#)

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36 **Procedure Last Revised:** ~~March 12, 2008, March 13, 2013,~~ March 8, 2017

37 **Last Reviewed:** March 8, 2017