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SECTION: Administrative Organization

POLICY TOPIC: External Communication

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I. Introduction

The President will establish guidelines for College faculty and staff contacts with external organizations and agencies. The President will also provide citizens the opportunity to have input into the College's operations by serving with staff members on various committees and participating in community forums.

II. Public Relations

A. Institutional Public Relations Policy: San Juan College recognizes the need to implement an effective public information program. It is intended that the College carry out an effective information program to maintain the necessary goodwill of the public it serves. An effective program requires organization, order, and continuity to achieve its objectives.

B. Responsibility: The President, or designee, will be responsible for the release of all public information pertaining to the College. Generally, the President will delegate the necessary authority to the Marketing and Public Relations Director to carry out that responsibility. This officer, in cooperation with appropriate staff, shall implement a program which will achieve the College's public information objectives within the framework of this policy.

C. Media Relations: No one shall speak for the College on unresolved issues or actions unless specifically authorized by the President to do so. Internally initiated contacts with representatives of the news media must be channeled through the Public Relations Office. Inquiries from the media normally shall be referred to and coordinated by this office. Procedures have been established by the Public Relations Office governing the release of public information to include printed matter, news releases, and commercial advertising.

D. Incident Reports: When an Incident Report has been created, it will be treated as a pending case. When deemed appropriate, information shall be released in total or an extract will be provided to external organizations by the Marketing and Public Relations Director.

III. Citizen Advisory Committees

- A. Occupational Advisory Committees: These committees are established for each of the College's occupational programs and are comprised of citizens and instructors whose function is to advise the College personnel regarding the adequacy of instructional programs designed for a particular trade, craft, or occupation. Membership requirements and terms are outlined in the Advisory Committee Member's Handbook.
- B. Other External Committees: The President shall occasionally call on other citizens of the community to serve on permanent and ad hoc College committees with staff and faculty, to assist with College functions, and to offer advice on selected College projects having significant community impact.

IV. College Calendar

- A. The President, or designee, will develop and maintain a calendar of activities including those of external, as well as internal College groups. Information will include location, time, and sponsors' contact person.