

 <b>Wharton County Junior College</b>	<b>ADMINISTRATIVE PROCEDURE MANUAL</b>		
<b>WCJC Title: Release of College Marketing Materials and Information</b>	<b>Section G: Community and Governmental Relations</b>	<b>Page(s): 1</b>	
<b>BASED ON BOARD OF TRUSTEES POLICY</b>			
<b>Policy Title: Public Information Program</b>		<b>Policy: GCB</b>	
<b>Subtitle: Requests for Information</b>		<b>Date Adopted: 08/01/2020</b>	

**Purpose**

Provides procedures and guidelines for the creation, design, production, and coordinated distribution of official College information to the general public and the media. Publications must promote community understanding of, and support for, the College, programs and activities, and students and employees, through the timely and accurate dissemination of information, as well as to foster a sound and cooperative working relationship between the College and the news media.

**Procedure**

The Office of Marketing, Communications, and Advancement (OMCA) is a clearing house to avoid the duplication of materials that are released to the public, to maintain a consistent policy with regard to the standard and quality of publicity, and to ensure contacts are coordinated through one central location. The OMCA must prepare any release of official College news.

Employees must receive written approval from the OMCA to speak with the media.

Employees should not attempt to create marketing materials that will be distributed externally without advance approval from the OMCA.

Marketing services are provided by the OMCA. When requesting services, employees should follow procedures and protocols as defined in the WCJC Marketing Services Guide which is housed on the College's intranet.

Employees may submit a Marketing Services Request form for consideration to the OMCA for services to create marketing materials (brochures, flyers, specialty items designs, social media projects, and more), news releases, photography services, postings on the College's primary social media platforms, and to secure specialty items for promotions.

All marketing materials must be approved in writing by the OMCA prior to being duplicated and distributed to the public.

**Date Prepared:** 6-27-23 (ZLC)

**Revised Date:**