

PROCEDURE MANUAL

 ARIZONA WESTERN COLLEGE		PROCEDURE 211.1	
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		Last Revision Date:	12-01-2020; 10-15-2020; 03-24-2009; 10-23-1991
		Effective Date:	10-23-1991
		Last Review Date:	02-07-2022
Section:	Administration	Subject:	Public Information

PURPOSE

The College's Office of Communications and Marketing collects, creates and manages information about the events and activities of the College and communicates to current and prospective students and to the general public.

PROCEDURE

1. The Director of Communications and Marketing directs the public information program.
2. All materials intended for mass distribution, broadcasting, or mailing to inform students or the general public about College activities and programs must be prepared or approved by the Office of Communications and Marketing. This includes advertisements, catalogs, calendars, brochures, concert and theater programs, recruiting materials, posters, postcards, fliers, and news releases.
3. If no one is available from the Office of Communications and Marketing, approval is obtained from the Vice President for Advancement.
4. Personal correspondence; instructional materials; materials prepared only for use with a class, club or department for; and semester schedules prepared by instructional units are not subject to approval by the Office of Communications and Marketing. Materials distributed on campus for a wide audience (campus-wide, district-wide) require approval.
5. The Office of Communications and marketing is responsible for clear communication to the public of all college-related information. A *Style Guide* is available on the Office website to assist in the preparation of correspondence and publications. (see Procedure 252.1 - Posting of Printed Information)
6. The Office of Communications and Marketing is responsible for establishing and maintaining relationships with the media.