

AP 3920 COMMUNICATION WITH THE PUBLIC**References:**

2 California Code of Regulations Section 18901;
Government Code Sections 89041.5 and 89001

The Marketing and Communications Office (Marketing and Communications) strives to embrace diversity in all forms. This procedure applies to all members of the College community including partner organizations. Members of the campus community are responsible for engaging in effective communications that reflect College of Marin's commitment to providing equitable opportunities and fostering success for all members of its diverse community.

Marketing and Communications is responsible for providing leadership on the District's strategic communication efforts; internal and external marketing, advertising, and communication campaigns; public relations, government relations, and public information; and coordination of the College-wide branding and graphic standards program.

All publications will present a consistent image including use of logo, typeface, and theme. All official external and College-wide internal marketing and communications representing College of Marin must be approved by Marketing and Communications.

The Director of Marketing and Communications is the District spokesperson and is directed by the Superintendent/President to plan and implement a communications strategy that builds awareness of District activities by:

- Fostering contacts with media personnel, community organizations and leaders, business representatives, governmental agency staff, students, and the general public.
- Collaborating with senior managers, students, and other District staff to plan strategies for campaigns, communication of District information, and planning special events and public relations activities.
- Advising District staff on matters related to the image and promotion of the College, including branding and other imaging for District collateral material, media relations, and crafting responses to media inquiries.
- Conceptualizing, developing, and composing original feature stories, news releases, marketing campaigns, campus updates, and other publicity and communications material.

Further details related to District publications and communications can be found in the College Branding Guidelines available on the District's website. <https://policies.marin.edu/branding-guidelines>

Marketing and Communications works closely with the members of the news media to facilitate the dissemination of accurate information about the District's news, events, and accomplishments. To ensure that information about the College is accurate, consistent, and disseminated to the appropriate channels,

Marketing and Communications is the only office authorized for communicating official announcements, events, news releases, and statements of the District. When members of the College community are contacted by the media, they must immediately refer the media representative to Marketing and Communications. The Director of Marketing and Communications will work with the appropriate administrators, faculty, and classified professionals on a response. All offices, departments, and programs must contact Marketing and Communications before initiating media contact for coverage of events and activities. Marketing and Communications will review requests and determine the strategy most effective in achieving the desired goal on behalf of the College. Media Resources are available on the District's [website \(https://president.marin.edu/media-resources\)](https://president.marin.edu/media-resources).

Also see BP 1100 Marin Community College District

Office of Primary Responsibility: Marketing and Communications

Date Approved: April 19, 2011 (*Replaced College of Marin Procedure 7.0051 DP.1*)

Date Reviewed/Revised: October 18, 2022