

Refer to Section {D}
{College Relations & Development}Unit
Procedure for {D 8 – Promotion and Publicity}



1. The Public Relations office strives to create greater visibility and name recognition to support recruitment and development efforts.
2. The Public Relations office is responsible for ensuring brand identity and graphic consistency in all the college's public relations communications.
3. The coordination of each public relations action is time-sensitive and includes meeting with the unit/individual requesting service, discussing the objective, determining best approach, gathering information, copy and photos and obtaining quotes.
4. To work as efficiently as possible, each unit must submit a list of PR needs and time frame over the fiscal year to the Public Relations office by May 1.