

**BOARD POLICY
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MARKETING AND COMMUNICATIONS

Introduction and Oversight

The Board of Trustees authorizes the Marketing and Communications Office to lead college marketing, public relations and communication activities to ensure the dissemination of accurate, clear and consistent information to internal and external stakeholders; and to present a quality image of the college that is consistent with its mission, vision and core values.

The Marketing and Communications Office is responsible for media planning and buying, as well as the design and production of college advertising and college-wide publications; serves as the liaison with the news media; provides crisis and weather-related communication; provides marketing, public relations and marketing activities undertaken by other college departments; manages the college's Web site and portal and other online communication; maintains and enforces graphic standards; and oversees internal and external permanent signage.

The policy applies to all college departments and to all activities named above whether the work is produced on or off campus and regardless of who pays for it. It also applies to activities that name SFCC or an SFCC department as a major participant, regardless of the official sponsor.

(Approved 7/27/09)