

8.1 Public Information

Last Revised: March 2023

Policy: Piedmont Community College (PCC) and its Board of Trustees are committed to operating in an environment of openness and transparency by providing students, employees, and the general public with complete and accurate information concerning official actions of the Board and College programs, services, and activities.

Purpose/Definitions:

Purpose

This policy explains the College's commitment to honest, open, and professional communications about the College.

Definitions

Classroom materials—handouts, flyers, brochures, newsletters, reports, or other materials created specifically for instructional use and disseminated to students. Classroom or teaching materials are not covered in Policy 8.1 Public Information.

External publications—materials distributed or displayed off campus, including, but not limited to, recruiting materials, class schedules, catalogs, handbooks, promotional and informational brochures, banners, billboards, newsletters, exhibits, and special reports. Major student-oriented publications such as the Student Handbook and Planner and The Pacer student newspaper are considered external publications.

Image—a photograph, film, videotape, recording, live transmission, digital or computer-generated visual depiction, or any other reproduction that is made by electronic, mechanical, or other means.

Internal publications—materials distributed or displayed on campus, e.g., newsletters, brochures, flyers, programs, invitations, and on-campus promotions. Internal communications are intended for college faculty and staff and, in some cases, for students.

News media—newspapers, radio, television, magazines, professional newsletters, websites, blogs, and other electronic news sources.

Signage—includes directional signs, informational signs, maps, legally-required notification signs, College vehicle signs, and building, room, and window signs to assist campus visitors.

Approval Authority/Monitoring Authority: Piedmont Community College’s Board of Trustees has approval authority for this policy. The President and the Vice President, Advancement and Communications have monitoring authority for this policy.

Procedure:

Section 1: General Provisions

- 1.1. The President and the College’s Office of Advancement and Communications will provide information to the public regarding policies, administrative operation, objectives, plans, educational programs, and achievements.
- 1.2. The Vice President, Advancement and Communications will oversee all external communications for the College, including marketing, advertising, media relations, and publications (Policy 2.15 Publications).
- 1.3. All media inquiries, requests, news releases, and story ideas should be directed to the Vice President, Advancement and Communications.
 - 1.3.1. The Office of Advancement and Communications is located in Buildings C & D on the Person County Campus and can be reached through the PCC switchboard at (336) 599-1181.

Section 2: Advertising Guidelines

- 2.1. PCC advertises its programs, activities, and services through news media and other appropriate venues within its service area of Person and Caswell counties and in other locations as appropriate.
 - 2.1.1. The design and placement of all advertising is determined by the size and characteristics of the target audience and by the budget available for each advertising campaign.
 - 2.1.2. No news releases or advertisements will be released to media outside of the College’s service area in North Carolina unless permission has been received from the community colleges in the areas involved.

Section 3: Branding Guidelines

- 3.1. The College maintains an effective brand identity through the consistent and professional visual presentation of the College, thus protecting the College's image.
 - 3.1.1. At the heart of the branding process is the proper use of the College logo.
 - 3.1.2. The College carefully manages contexts which display the logo, the professional and graphic quality of the logo, and the application of consistent regulation for the use of the logo to build the brand that distinguishes PCC in the marketplace.
- 3.2. The Office of Advancement and Communications is responsible for managing the brand and for maintaining the integrity of any use of the PCC logo.
 - 3.2.1. Requests for use of the logo on any promotional products must be approved by the Office of Advancement and Communications staff prior to production.
 - 3.2.2. Persons using the PCC logo on internal publications must follow the specific guidelines in the PCC Style Guide for PCC logo use.
 - 3.2.3. PCC logo assets are available on the College's shared drive.

Section 4: College Website

- 4.1. The College's website (www.piedmontcc.edu) is a primary means of disseminating information to students, faculty, staff, and the public.
 - 4.1.1. This site is the only official website for the College.
 - 4.1.1.1. Other websites representing the College or its programs or services are prohibited.
- 4.2. The Office of Advancement and Communications is responsible for the design, development, monitoring, and maintenance of the College's website, as well as for the training of PCC employees in using the website's Content Management System to update website information.
 - 4.2.1. All areas of the College are responsible for updating their sections of the website following the guidelines established by the Office of Advancement and Communications (see Policy 8.2 College Website).

Section 5: Community Relations

- 5.1. Guided by the principles of integrity and transparent communication, the President leads the College's community relations efforts.
 - 5.1.1. However, all College personnel are responsible for promoting positive community relations that will encourage understanding and support for the College and its mission among the citizens of the service area.
- 5.2. The College is committed to promoting cooperative relationships with others who play an important role in the education process, including local governmental agencies, community organizations, and other educational institutions, including local public school systems.
 - 5.2.1. The College will establish cooperative working relationships with other public and private agencies within the framework provided by state laws and regulations.

Section 6: Media Relations

- 6.1. The Office of Advancement and Communications is the initial point of contact for all media requests.
 - 6.1.1. Any media requests received by college personnel should be directed to the Vice President, Advancement and Communications.
 - 6.1.2. Official spokespersons for the College are the President and the Vice President, Advancement and Communications. Either spokesperson may authorize employees to speak as college representatives.
 - 6.1.2.1. Employees should not initiate media contacts without authorization and should report all media requests to the Vice President, Advancement and Communications as soon as they are received.
- 6.2. The Office of Advancement and Communications staff prepares and distributes College news releases as appropriate.
 - 6.2.1. All news releases go to local media (The Courier-Times and The Caswell Messenger newspapers, Radio Roxboro and WRNC cable television), and the College Website. Some releases go to other media as appropriate.
- 6.3. The Office of Advancement and Communications accepts news releases and requests for news releases from the President, vice presidents, deans, and directors.

- 6.3.1. News releases will be written following the College styles as specified in the PCC Style Guide which is available on the College's shared drive.
- 6.3.2. News releases must be submitted to the Office of Advancement and Communications for editing, approval, and release no later than Wednesday of the week prior to the requested release date for local media.
 - 6.3.2.1. A minimum two-week deadline will apply for releases sent to non-local media or releases requiring interviews, fact gathering, and writing by the Office of Advancement and Communications staff. For clarification, consult the staff when making these requests and to determine deadlines.

Section 7: Model Release Forms

- 7.1. The Office of Advancement and Communications requires any person whose personal image is used by the College to complete and sign a Model Release Form before the image is used for any purpose.
 - 7.1.1. Model Release Forms are available on the College's shared drive, as Exhibit 8.1A Model Release Form, and Exhibit 8.1B Formulario Modelo PCC.
 - 7.1.2. Students will receive a Model Release Form as part of the registration process.
 - 7.1.2.1. Completed release forms will be maintained in students' college files.
 - 7.1.3. Employees will receive Model Release Forms for completion when they are photographed for their identification badges.
 - 7.1.3.1. Completed forms will be transferred and maintained in the Office of Advancement and Communications.
 - 7.1.4. Students or employees who do not wish to have their images used by the College should state their desire to be excluded at the time images are being made, whether in photographs, videos, films or any other method.
 - 7.1.4.1. Images made during the College's public events, such as graduation or a college-wide activity, are not subject to this procedure.

Section 8: Photography

- 8.1. The Office of Advancement and Communications uses photographs to present and promote the College when possible.

- 8.2. The Office of Advancement and Communications staff provides limited photography services for major college events, particularly when the photographs have the potential for marketing or archival projects.
- 8.3. The Office of Advancement and Communications staff encourages other College personnel to familiarize themselves with basic photography principles and to photograph events and achievements in their own areas as needed.
 - 8.3.1. The Office of Advancement and Communications staff will provide advice on photographing events upon request or during staff development sessions.

Section 9: Publications

- 9.1. Procedures for major internal and external publication development, review, and printing are the responsibility of the Office of Advancement and Communications staff.
- 9.2. The Office of Advancement and Communications staff must approve in advance any request for the use, copying, or reprinting of any PCC publication or part of a publication by a non-College organization (see Policy 2.15 Publications).
- 9.3. External publications must be approved by the Office of Advancement and Communications staff and must comply with all legal and institutional requirements before they can be printed or produced.
 - 9.3.1. Most internal publications (those distributed on campus) and any publications generated for instructional use do not require the approval of the Office of Advancement and Communications staff unless they will be distributed to the general public at on-campus functions, e.g., honor society induction ceremonies, student performances, graduations.
 - 9.3.1.1. These items will be considered external publications and will require prior approval by the Office of Advancement and Communications staff.
 - 9.3.2. Templates created by the Office of Advancement and Communications are available on the College's shared drive.
 - 9.3.2.1. These templates include full College branding and are available for letterhead, envelopes, business cards, email signatures, screensavers, online meeting backgrounds, agendas, flyers, and slide decks.
- 9.4. The Office of Advancement and Communications staff will provide advice and review for any publications upon request.

9.4.1. Requests must be made in advance to allow adequate time for review.

Section 10: Required Statements

10.1. PCC must publish the following accreditation statement in the College Catalog and on its website verbatim:

10.1.1. Piedmont Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate degrees. Degree-granting institutions also may offer credentials such as certificates and diplomas at approved degree levels. Questions about the accreditation of Piedmont Community College may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC's website (www.sacscoc.org).

10.2. PCC will include a statement of nondiscrimination on its website and other publications as appropriate.

10.2.1. Piedmont Community College does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies: Vice President, Administrative Services, P.O. Box 1197, Roxboro, NC 27573-1197, (336) 599-1181. For further information on notice of non-discrimination, the OCR office for North Carolina is located at: Washington DC (Metro), Office for Civil Rights, U.S. Department of Education, 400 Maryland Avenue, SW, Washington, D.C. 20202-1475; Telephone Number: (202) 453-6020; e-mail: OCR.DC@ed.gov.

Section 11: Signage

11.1. The Vice President, Administrative Services/CFO and the Vice President, Advancement and Communications are responsible for permanent campus signage, both external and internal.

11.2. Signage must meet legal requirements and must follow College style guidelines in order to reflect the appropriate public image for the College.

11.2.1. No permanent signs will be placed without the approval of the Vice President, Advancement and Communications and the Vice President, Administrative Services. Placement of signage is dependent upon needs, legal requirements, and available financial resources.

Section 12: Social Media

12.1. The Office of Advancement and Communications staff will continue to adapt to changing social media trends as they develop. Refer to Policy 8.3 Social Media for more information.

Legal Citation: N/A

History: Effective October 1991; Revised January 1992, October 2001, January 2012; November 2021, March 2023

Cross-references PCC Policies 2.15 Publications, 8.2 College Website, and 8.3 Social Media.

Exhibit 8.1A: Model Release Form

Updated 8/2019



PCC Model Release Form

Piedmont Community College needs permission from you to use your name or personal image in all forms and media for editorial, promotional, advertising, trade, or any other lawful purposes. Check the appropriate boxes below:

- I am a Full Time employee at PCC
I am a Part Time employee at PCC
I am a PCC Student
I am a former PCC Student
I am a parent or community member (non-student)
I give PCC permission
I do not give PCC permission

Name (please print):

Address:

City, State & Zip:

Signature: Date:

If the above individual is under the age of 18:

I, (please print), am the parent or legal guardian of the individual named above and have read this release. I checked the appropriate boxes listed above.

Signature: Date:

PO Box 1197, Roxboro, NC 27573-1197 · ph: (336) 599-1181 · fx: (336) 597-3817
P.O Box 1150, Yanceyville, NC 27379-1150 · ph: (336) 694-5707 · fx: (336) 694-7086
www.piedmontcc.edu

Exhibit 8.1B: Formulario Modelo PCC



Formulario Modelo PCC

Por este medio doy a Piedmont Community College el derecho irrevocable a utilizar mi nombre o la imagen personal en todas las formas y los medios de comunicacion y de todas maneras, para editorial, promoción, publicidad, comercio o cualquier otro fin lícito.

La Firma (Signature):

La Fecha (Date): _____

Nombre (escribir con letra de molde) (Name – printed)

El Domicilio (Address):

La Ciudad (City), Estado (State) & El Código Postal (Zip Code):

Si debajo 18 años de edad, firma del tutor (If under age 18, guardian's signature):

La Fecha (Date): _____

P.O Box 1150 · Yanceyville NC 27379-1150 · ph: 336.694.5707 · fx: 336.694.7086

PO Box 1197 · Roxboro NC 27573-1197 · ph: 336.599.1181 · fx: 336.597.3817

www.piedmontcc.edu