



**Title: Public Relations Policy**

**Effective Date: 6/29/2023**

**Last Revision Date: 7/11/2023**

**Office: Strategic Initiatives Division**

## Public Relations Policy

### PURPOSE

The purpose of this Public Relations Policy is to establish guidelines and principles for effective communication and public relations practices at Northshore Technical Community College (NTCC). This policy aims to promote transparency, build positive relationships with stakeholders, enhance the reputation of the college, and ensure consistent messaging across all communication channels. The policy serves the following purposes:

- a. **Promote Transparency:** NTCC is committed to transparency in its communication practices. The policy aims to ensure that accurate and reliable information is provided to all stakeholders, including students, faculty, staff, community members, and the media. By promoting transparency, the college fosters trust and credibility among its stakeholders.
- b. **Build Positive Relationships:** Effective public relations play a vital role in building positive relationships with stakeholders. The policy provides a framework for respectful and professional communication that enhances engagement and collaboration between the college and its stakeholders. By fostering positive relationships, the college can strengthen its reputation and support its mission of providing quality education and services.
- c. **Enhance Reputation:** Public perception and reputation are essential for the success of any educational institution. This policy outlines guidelines for maintaining consistent and accurate messaging across all communication channels, ensuring that the college's image is consistently portrayed in a positive light. By effectively managing its public relations, NTCC can enhance its reputation as a reputable and trustworthy institution in the community.
- d. **Ensure Consistent Messaging:** Consistency in messaging is crucial to avoid confusion and present a unified voice. The policy establishes guidelines for all employees, representatives, and volunteers engaged in public relations activities to adhere to consistent messaging and brand identity. By maintaining consistency, NTCC can effectively communicate its values, achievements, and offerings to its target audience.
- e. **Effective Crisis Communications:** The policy includes guidelines for crisis communications, ensuring that NTCC is prepared to handle emergencies, disasters, or critical incidents. By having a



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clear crisis management plan and designated spokespersons, the college can effectively communicate with stakeholders during challenging times, minimize misinformation, and maintain trust and confidence

f. **Support Strategic Goals:** The Public Relations Policy aligns with the strategic goals and objectives of NTCC. It ensures that communication efforts are consistent with the college's mission, vision, and values, supporting its overall strategic direction. Effective public relations strategies contribute to the college's success in recruitment, student retention, community engagement, and institutional advancement.

### SCOPE

This policy applies to all employees, representatives, volunteers, Student Government Associate (SGA) representatives, and students who are engaged in public relations activities on behalf of NTCC. It encompasses both internal and external communications, including but not limited to media relations, social media, marketing materials, community outreach, and crisis communications.

### Key Principles

The following principles guide the public relations efforts at NTCC:

- a. **Accuracy and Transparency:** We strive to provide accurate and reliable information to all stakeholders, ensuring transparency in our communications. We are committed to correcting any inaccuracies promptly and transparently.
- b. **Consistency:** We maintain consistency in messaging across all communication channels to avoid confusion and reinforce the college's brand identity.
- c. **Respect and Professionalism:** We treat all stakeholders with respect, professionalism, and fairness, fostering positive relationships with the community, media, students, faculty, staff, and other stakeholders.
- d. **Timeliness:** We aim to provide timely responses to inquiries, requests, and emerging issues, demonstrating our commitment to open and responsive communication.
- e. **Collaboration:** We promote collaboration among departments and stakeholders to ensure unified messaging and effective public relations strategies.

### Spokesperson Designation

- a. **Official Spokespersons:** The Chancellor or senior administrators designated by the Chancellor shall serve as the official spokespersons for NTCC in all matters involving external communication,



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particularly in crisis situations or sensitive issues. The Marketing and Communications Department should be consulted to ensure consistent messaging.

b. **Media Requests:** All media inquiries should be directed to the Marketing and Communications Department. Employees approached by the media should promptly inform the department to ensure accurate and timely responses.

### Social Media and Online Communications

a. **Official Accounts:** NTCC maintains official social media accounts managed by the Marketing and Communications Department. These accounts shall adhere to the college's brand guidelines and be used for disseminating accurate information, promoting events, engaging with the community, and highlighting achievements.

b. **Employee Guidelines:** Employees engaging in personal social media use should be mindful of their association with NTCC. They should refrain from representing personal opinions as official college positions and avoid sharing confidential or inaccurate information.

### Marketing and Advertising

a. **Brand Consistency:** All marketing and advertising materials, including print, digital media, and promotional items, shall align with the college's brand identity guidelines and be approved by the Marketing and Communications Department. Consistency in branding ensures that the college presents a cohesive and recognizable image to its target audience. It includes elements such as logo usage, color schemes, typography, and messaging tone. By maintaining brand consistency, NTCC strengthens its brand recognition and establishes a strong visual identity in the market.

b. **Compliance:** Marketing and advertising materials should comply with relevant laws, regulations, and ethical standards. All content presented in these materials must be accurate, fair, and not misleading. The protection of student privacy is of utmost importance, and any use of student information in marketing and advertising should be done in accordance with applicable privacy laws and college policies. Compliance with copyright laws, intellectual property rights, and fair competition practices should also be ensured.

c. **Targeted Messaging:** Marketing and advertising efforts should be tailored to specific target audiences and consider their needs, preferences, and demographics. By understanding the interests and motivations of various segments within the community, NTCC can develop effective marketing campaigns that resonate with prospective students, parents, community members, and other stakeholders. Targeted messaging helps to attract the right audience and increase the effectiveness of marketing initiatives.

d. **Media Planning and Buying:** The Marketing and Communications Department shall be responsible for media planning and buying to maximize the impact of advertising campaigns. This



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includes selecting appropriate media channels, negotiating contracts, and monitoring the performance of advertisements.

e. **Collaboration:** With external advertising agencies or media partners may be sought when necessary, ensuring that media placements align with the college's strategic goals and budgetary considerations.

f. **Digital Marketing and Online Advertising:** In today's digital landscape, online marketing and advertising play a crucial role in reaching and engaging with target audiences. NTCC shall leverage various digital platforms, such as search engine marketing, social media advertising, display advertising, and email marketing, to effectively promote its programs, events, and initiatives. The Marketing and Communications Department shall stay updated on digital marketing trends, best practices, and emerging technologies to drive successful online campaigns.

g. **Assessment and Evaluation:** The effectiveness of marketing and advertising efforts should be regularly assessed and evaluated. Key performance indicators, such as website traffic, social media engagement, lead generation, and conversion rates, should be monitored to measure the success of campaigns. The Marketing and Communications Department should analyze the data collected, make data-driven decisions, and continuously optimize marketing strategies to achieve desired outcomes.

### Community Outreach and Events

a. **Partnerships and Sponsorships:** NTCC may engage in community partnerships and sponsorships that align with its mission, values, and strategic goals. Such engagements should be approved by the appropriate college authorities.

b. **Event Coordination:** The Marketing and Communications Department shall coordinate college-sponsored events, ensuring effective promotion, accurate messaging, and adequate representation.

### Crisis Communications

a. **Crisis Management Plan:** NTCC shall maintain a comprehensive crisis management plan to guide communication during emergencies, disasters, or other critical incidents. This plan should be reviewed and updated regularly.

b. **Designated Spokespersons:** In crisis situations, The Chancellor or senior administrators designated by the Chancellor shall serve as the official spokespersons, following the crisis management plan and coordinating with the Marketing and Communications Department.



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### *Review Process:*

<b>X</b>	<b>Reviewing Entity</b>	<b>Review Date</b>	<b>Effective Date</b>
X	NTCC Chancellor/Appointing Authority		6/29/2023
X	College Leadership Committee		6/29/2023

### *Distribution:*

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