

PUBLIC AFFAIRS AND COMMUNITY RELATIONS	1500
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The Board of Trustees of the San Luis Obispo County Community College District shall provide for a public affairs and community relations program with the following objectives:

1. To promote the objectives of Cuesta College.
2. To enhance the image of the college as an institution of higher education.
3. To create and maintain a better understanding of higher education and the role and purposes of the community college.
4. To keep the public informed of college activities and of individual and group accomplishments.
5. To acquaint prospective students with Cuesta College and its offerings.
6. To establish the position of the college as an integral part of the district community.
7. To write and promote on-campus communications.
8. To assist in fundraising efforts and the development program for the college and the College Foundation.
9. To assist in promoting and advancing all college activities.
10. To serve as communication liaison with college support groups.

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The services of the public affairs program shall include the following:

- I. Public Affairs
 - A. Public Information
 1. Promotion of the college as an institution of higher education in the community.
 2. Promotion of college-related organizations and activities such as alumni affairs, College Foundation, Booster Club, Patrons, and others.
 3. Promotion of development work of Cuesta College Foundation.
 - B. Press Relations
 1. Press Releases and Public Service Announcements
 - a. Newspapers
 - b. Radio
 - c. Television
 - d. Magazines

- e. Community Service Centers
- f. County, State, and Federal Agencies

2. News Policy

- a. Business conducted in board meetings may be reported to the media by the Office of Public Affairs, regardless of media coverage.
- b. News items should be released as soon as possible.
- c. If a story is initiated by a particular news agency, it will be considered as exclusive to it until used and then be available to others.
- d. If a story or news release is initiated by the college, it will be given to all media as nearly as possible at the same time and in advance of their deadlines.
- e. Stories that are fast-breaking or too timely to be handled in release format will be called in to the media.
- f. The President/Superintendent will be responsible to the news media on general policies or on administrative matters.
The Vice Presidents/Assistant Superintendents will be responsible for information relating to their respective areas. College personnel releasing news items shall work through the Office of Public Affairs.
- g. The Office of Public Affairs will work with the various media services in preparation of special and pictorial features.

C. Marketing and Advertising

- 1. Coordination and supervision of preparation of college publications and other materials.
- 2. Coordination and supervision of preparation of college advertising.

II. Community Relations

- A. Speakers' Bureau
- B. Public Events Promotion
- C. College Educational Program Promotion/Information
- D. College Foundation Promotion Activities

(Approved: 2/5/85)

(Revised: 5/5/93)