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| TITLE: | Public Information |
| NUMBER: | 350 (formerly 2160) |
| APPROVED BY THE BOARD OF TRUSTEES: | 7/11/78 |
| AMENDED BY THE BOARD OF TRUSTEES: | 1/9/2013, 2/18/2015 |

To ensure accuracy as well as consistency of the College brand integrity, the Public Information Office shall serve as the contact for all external sources requesting public information about Whatcom Community College and will also manage media outreach by the College, including news releases. All promotional materials designed for off-campus distribution shall be channeled through the Public Information Office, including direct mail, brochures, videos and mobile applications, but not including the student newspaper. The Public Information Office shall also have oversight of the College's website and shall manage social media channels. College faculty, staff or student who want to create a web presence, including web site or web page, on behalf of the College should consult with the Public Information Office. The Office shall have administrative rights on social media and web presence managed by other College departments. Responses to requests for information from student publications and college-sponsored activities will be accomplished through coordination with the Public Information Office. This policy does not pertain to Public Records requests as defined in Policy 2150 -- WAC 132U-276 -- Access to Public Records and Documents.