

**EASTERN WEST VIRGINIA COMMUNITY & TECHNICAL COLLEGE
REGULATION No. - AR- 6.13**

TITLE: REVIEW of PUBLICATIONS and MEDIA for EXTERNAL AUDIENCES

EFFECTIVE DATE: February 13, 2018

General Summary Statement of Administrative Regulation Purpose. This regulation is to ensure publications are professional, appropriate, and consistent in the quality and content. Also, to ensure the “voice” of the college is appropriate for the medium, be it traditional print or broadcast media, digital media or social media. This regulation adheres to the Eastern policy BP- 4.5 on Student Privacy.

PROCEDURE:

1. The Dean of Community Engagement and Partnerships is responsible for overseeing the contract with 25th Hour Communications regarding EWVCTC’s public relations and marketing.

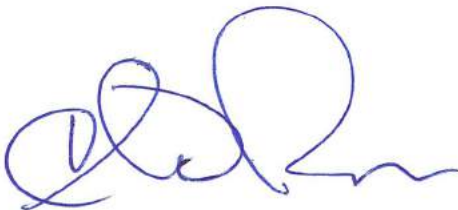
2. President’s cabinet members have the authority to reach out to 25th Hour Communications to initiate creation and/or editing of publications intended for internal and/or external use that identifies Eastern WV CTC as its source.

3. To request the creation and/or edit of a publication, contact the Dean of Community Engagement and Partnerships or other cabinet members to arrange an initial consultation for marketing requests of programs and services.

4. The administrator who initiates the creation and/or edit has the authority to approve requested artifact.

5. Refer inquiries from the traditional print or broadcast media to a member of cabinet. Contact the Dean of Community Engagement and Partnerships for press-release support with strict adherence to FERPA regulations noted in Eastern BP- 4.5.

The Senior Administrator designated with human resources responsibilities is charged with implementation, interpretation, and review of this regulation.



Dr. Charles Terrell, President

02/13/18

Date

Approved by IET February 12, 2018
Approved by President’s Cabinet February 13, 2018