Three Rivers College ensures that accurate, appropriate, and timely information is available to current and prospective students as well as members of the College community. The College Communications Department has a process for the development and review of all College information that is not directly related to classroom assignments. The ongoing and annual review process includes various electronic and printed information.

Three Rivers College mandates a set of standardized visual identity standards to be used that ensure consistent representation and voice for all College materials. These standards provide information on the College name, logo, and common identity elements that comprise the image of the College. The Three Rivers College Visual & Identity Standards must be followed for all College related business including but not limited to merchandise, brochures, interdepartmental communications, social media, flyers, posters, billboards, College handbooks and any electronic and printed materials, unless otherwise authorized.

The Communications Department handles all press releases and announcements concerning College events and activities. College email that is sent out to “all” is approved by the Office of the President and/or his/her designee. Additionally, the Communications Department is responsible for College media relations including fielding calls from the media and reporters addressing questions regarding College activities, events, and issues.

All media inquiries should be directed to the Communications Department to arrange for provision of information and scheduling of interviews and responses as necessary. The College President or his/her designee is the official spokesperson for the College.

**Review Process for Print Materials**

All informational, advertisement, recruiting materials or announcements designed for public dissemination, not directly related to classroom assignments, must be approved by the Director of Communications before submission for printing or dissemination through print, electronic or other media. This includes billboards, posters, flyers, invitations, handbooks, manuals, direct mail letters, web site information, promotions, and other related materials that may be viewed by the College community, and general public.
### Ongoing Review Process

Proofing process: informational and promotional College materials and paid announcements (print and electronic) designed for public and/or College wide dissemination are required to go through the Communications proofing process. At least 3 people (one of whom is the creator/requestor) must proof every project using the Communications Proofing form and sign the form. The project then gets a final review by all parties. Profers check for accuracy and alignment of content, spelling/grammar, appropriateness of photos and that all links are correct.

Review process for template materials: Communications often reuses or repurposes informational and promotional College materials, including flyers/handouts, press releases, and advertisements. Prior to reusing, the material is sent to the “owner of the content” for proofing, including a review that the content is current and accurate. The “owner” has the primary responsibility for ensuring the accuracy of the content.

Development process: Communications develops informational and promotional College materials (printed and digital) by request and through collaboration with other departments.

Requests are submitted via the Communications Services Request Form: The form must be signed by the requestor’s supervisor and cabinet member to ensure the request is aligned with department goals. The Communications Department works with the requestor on content, distribution methods, and graphic design appropriate to the project’s purpose. The requestor is one of the three proofers for the project.

Other materials are developed and updated by the Communications Department. These include, but are not limited to, annual or ongoing projects such as recruitment advertising/publications, Upcoming at Three Rivers College weekly events email, Tinnin Fine Arts Center events promotion, student activities and athletic media posts, as well as press releases. Communications works with other departments on projects to ensure that the content is accurate, timely, and appropriate.
Biannual Review Process

Website review: each year on September 1st and February 1st, cabinet members are emailed to conduct reviews of the areas of the Three Rivers College website for which they “own” the content. They are asked to review their site for accuracy and that the information is consistent with the current College Catalog, policies/regulations, and other sources of information. They are asked to have the review completed and updates requested within one month from the start of their review.

On October 1 and March 1, the Coordinator of Media Services audits the entire College website. This is a general review for alignment and obvious errors and/or expired information. The “owners” of the content are contacted and asked to review the information and, if needed, and provide updated/accurate information so the Coordinator of Media Services can edit the website.

Review of general College information for Handbook template: September 1 and February 1, cabinet members are emailed to review the general College information section of the Handbook template. They are asked to review for accuracy and that the information is consistent with the current College Catalog, policies/regulations, and other sources of information. They are asked to have the review completed within a month. They are asked to have the review completed and updates requested within a month from the start of the review.

On October 1 and March 1, the Director of Communications reviews and updates the general College information section of the Handbook template.

Upon discovery of a violation to this Regulation, the Director of Communications shall immediately remove all materials. Depending on the extent of the violation, the violating party(s) may be subject to discipline up to and including dismissal and/or legal consequences.

For information on approval of Social Media, please reference, GAR 1315 Social Media.
Section: 1000 General Administration
Sub Section: 1300 Public Relations and Information
Title: GAR 1310 College Communications
Associated Policy: GAP 1310 College Communications
References: Three Rivers College Visual & Identity Standards, Communications Services Request Form, Communications Department Proofing Form; GAR 1315 Social Media
Supersedes: NA
Responsible Administrator: Director of Communications
Initial Approval: 02-08-2010 Last Revision: 09-20-2017

DOCUMENT HISTORY:

02-08-2010: Initial approval of regulation GAR 1310 College Communications.

09-21-2016: The College Board of Trustees approved the name change of the College from Three Rivers Community College to Three Rivers College.

09-20-2017: Revisions made for clarification and alignment with College processes.
Addendum(s)

Addendum A: Communications Request
Addendum B: Proofing Checklist
COMMUNICATIONS SERVICES REQUEST

INSTRUCTIONS

To request services from the Communications Department, complete this form, including all required signatures, and email to kaitlynnjohnson@trcc.edu. We will review the request and be in contact with you as the project progresses.

Especially for new projects and updates, the more information you can provide to us, the better we can serve you. When emailing us this form, please attach text to be used, examples, documents for review, documents or scans showing revisions needed, etc.

REQUESTED BY: ___________________________ PHONE: ___________________________
DEPARTMENT: ___________________________ DATE REQUESTED: ___________________________
EMAIL: ___________________________ DATE NEEDED BY: ___________________________

INFORMATION

REQUEST TYPE:

- NEW: New projects or those that require significant reworking of design or text.
- UPDATE: Updating of materials that doesn’t require significant reworking of design.
- REORDER: Request for printing or distributing that requires no changes.
- IDENTITY STANDARDS REVIEW: Seeking approval that item meets college Identity Standards.

DESCRIPTION OF PROJECT


JUSTIFICATION

(Please note if this is part of a SPOL objective)


COMMUNICATIONS PROOFING FORM

Name of project: ____________________________________________________________

Please use the checklist below in proofing this project. Check the boxes that apply.

If you find an error or have a question:
• On printed proof, please mark clearly in pencil or pen.
• Electronically, use Track Changes for Word Documents, Comment mode for PDFs.

Carefully check:

☐ All text
  o Pay attention to spelling and grammar, including headlines and captions.
  o Check dates, times, location, addresses, cost, names (when this is needed, information
    will be provided).
  o All charts/maps. Check text, consistency of fonts, figures, etc.
  o When appropriate, check page numbers, consistency of spacing, use of bullets, etc.

☐ All photos
  o Are the photos appropriate to the piece?
  o Is there anything objectionable in the photos?
  o If text is included in the photo, check spelling.

☐ All links
  o Do they work?
  o Do they take you to the correct page?

☐ Correction required or question noted on document or in email

☐ No corrections

Proofed by

1 ___________________________________________ Date ______________

2 ___________________________________________ Date ______________