



PIEDMONT TECHNICAL COLLEGE

PROCEDURE

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TITLE: College Communications

**RELATED POLICY
AND PROCEDURES:** 1-1-1021 College Communications

RESPONSIBILITY: Administrative

May 17, 2013

October 26, 2016

October 26, 2016

Date Approved by President

Date of Last Review

Date of Last Revision

Administrative Responsibilities

It is the responsibility of the Office of Marketing and Public Relations, with the approval of the President, to review and revise this procedure in cooperation with the AVP for Enrollment and Communications.

Procedures

A. Procedural Responsibilities

In cooperation with the AVP for Enrollment and Communications, the Director of Marketing and Public Relations from the Office of Marketing and Public Relations (OMPR) is responsible, with the approval of the President, for developing and editing all information disseminated to the various publics of the College. The OMPR is responsible for:

1. Developing, scheduling and editing of "public service" releases to print and broadcast media as well as those distributed by way of electronic media.
2. Designing, editing and updating the content of the College's public website at www.ptc.edu.



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3. Designing, scheduling and editing of all paid advertising required by individual departments, divisions or associates of the College.
4. Designing, developing, scheduling and editing of all publications and promotional materials intended for distribution to external markets of the College.
5. Fielding and/or responding to all requests for information on the College, its programs, employees and students from all media sources.
6. Publication of policies related to academic calendars, grading policies, and refund policies.

B. Print/Broadcast Media Releases

1. Requests for information on College programs, employees, students and special events must be made to the Director of Marketing and Public Relations or his designee. Any employee contacted by the media is to inform the OMPR of the contact and request approval prior to providing information or agreeing to an interview.
2. OMPR determines the schedule and content of releases to media to maximize potential use.
3. For pre-event promotion, information must be received by OMPR a minimum of three weeks in advance to allow print and broadcast media the broadest possible time frame in which the information can be used.
4. OMPR covers all major events of the College and disseminates to area media in a timely fashion, given adequate notice.

C. Paid Advertising

1. Working with stakeholders throughout the College, OMPR designs, develops copy, schedules and edits all paid advertising placed with broadcast, online and print media as well as specialty publications.



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2. Working directly with Academic Deans, Department Heads/Academic Program Directors, the OMPR accurately represents the College's policies and procedures in all recruitment materials and presentations.
3. Requests for paid advertisements must be made to the Director of Marketing and Public Relations a minimum of three weeks in advance of publication/airing date.
4. Advertising schedules are developed to maximize exposure and expenditures within the limitations of media size and scope and established College budget.

D. Publications for External Markets

1. Working with stakeholders throughout the College, OMPR designs, develops copy, advertises for bids, schedules and edits all publications intended for the external markets of the College.
2. Requests for publications (including catalogs, brochures, fliers and postcards) must be made to the Director of Marketing and Public Relations.
 - a. Publications to be produced by commercial printers require notification of six weeks in advance. OMPR suggests more lead time to ensure a quality finished product.
 - b. Publications to be produced internally (on a copy machine) require notification of three to four weeks (minimum) in advance.

E. Electronic Media

1. OMPR is responsible for managing design, content, functionality and maintenance of the College's public web site, at www.ptc.edu. All requests for new web development or for changes to an existing page on www.ptc.edu are to be made to the Director of Marketing and Public Relations, or to the Public Information Coordinator.
2. The OMPR collaborates with Information Technology on the server-related aspects of maintaining the public website, when necessary.



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3. OMPR is also responsible for all aspects of the College's digital marketing program to external stakeholders.

F. Video

1. OMPR is responsible for maintaining the College's presence on Northland Channel 9, and provides promotional and public service video support to the College as a whole for distribution on the Web and through other media as appropriate.
2. Requests for promotional or public service videos are made to the Director of Marketing and Public Relations. Video production is labor intensive, so requests are to be made as far in advance as possible to ensure timely delivery. Project times depend on the scope, but requests are to be made a minimum of six weeks prior to deadline.

G. Social Media

1. OMPR is responsible for maintaining and approving the College's official presence on social media, including, but not limited to Facebook, Twitter, and YouTube.
2. Any social media presence representing the College in an official capacity must be approved by the OMPR prior to launch.

H. Media Contact Representative

1. President of the College or designee(s) and the OMPR are the chief contacts of media representatives. OCC informs said representatives of this procedure.
2. OMPR staff cooperates with media representatives to identify appropriate contacts among the employees or the student community to provide information requested.



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3. Employees and the student community must contact the Director of Marketing and Public Relations or the Public Information Coordinator to make requests of media representatives rather than making direct contact themselves.
4. Further, employees and the student community must notify OMPR if any representative of the media contacts them with requests for information/interviews.

