

#### **C.4.1 (Policy) Communications on Behalf of the College District and Colleges**

Responsible Department: Communications and Engagement

Board Adoption: 12-11-18

Last Board Action:

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This policy reflects best practices of other community colleges and universities in the need to protect the image of the organization to provide transparent and consistent communication to the public.

It is the policy of the College District to develop official community relations materials that keep the public informed. It is the policy of the College District that news media relations and communications of information on behalf of the College District as they pertain to District Support Operations (DSO) be handled and coordinated through the Associate Vice Chancellor for Communications and Engagement. It is the policy of the College District that news media relations and communications of information on behalf of any of the five Alamo Colleges be handled and coordinated through the individual college's Office of the President and Public Relations Office with the support of the District Department of Communications.

The Alamo Colleges District (ACD or College District) supports the communication and the exchange of accurate, timely information within the organization and among citizens, news media representatives and others interested in (ACD) policies, operations, programs, services and issues.

The Chancellor shall direct that procedure(s) for these policies be established.