



DENMARK TECHNICAL COLLEGE

ADMINISTRATIVE POLICY #03.30.07.02 (2020) COLLEGE ANNOUNCEMENTS

Policy Title: College Announcements

Policy Type: Administrative

Policy Number: ADM Policy #03.30.07.02 (2020)

Legal Authority: Section 59-53-51 of the 1976 Code of Laws of South Carolina, As Amended

State Board Policy: N/A

Approval Date: February 18, 2020

Responsible Office: Office of Public Relations/Marketing

Responsible Executive: AVP for Institutional Advancement and Effectiveness

Applies to: College Community

POLICY STATEMENT

The Office of Public Relations and Marketing in the Division of Institutional Advancement and Effectiveness has been designated by the President as the primary contact for news and/or media issues and for the coordination and dissemination of information to the public both external and internal to include the dissemination of information to faculty, staff, students, etc. The Office is also responsible for ensuring that information that is disseminated to the College community and external publics is consistent, accurate and comply with this policy and the institution's publications guidelines.

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PURPOSE

This policy provides a streamlined approach for disseminating campus information via announcements and alerts. The purpose of this policy is to ensure consistency and adherence to the established guidelines and practices for the dissemination of information to the targeted audience.

DEFINITIONS

Campus Alerts - messages that are usually disseminated to advise on matters of immediate concern and which deal with the health and safety of individuals or property, and may include crime alerts; weather warnings; health concerns; or emergency situations.

Campus Announcements - messages usually disseminated to advise on matters of immediate concern, such as power outages, Area Commission and presidential messages, or important but not critical issues. Any items that are routine in nature such as office closings, campus news or events will also be disseminated.

CONTACTS

The Associate Vice President for Institutional Advancement and Effectiveness officially interprets this policy. Additionally, the Associate Vice President for Institutional Advancement and Effectiveness is responsible for obtaining approval for any revisions as required by Administrative Policy 0.1.100, *Policy Classification and Numbering System* through the appropriate governance structures. Questions regarding this policy should be directed to the Office of Institutional Advancement and Effectiveness.

STAKEHOLDER(S)

College community and external constituents.

PUBLICATION

The policy will be widely distributed to the College community. To ensure timely publication and distribution thereof, the Associate Vice President for Advancement and Effectiveness will make every effort to:

- Communicate the policy in writing, electronically, or otherwise to the College community, including current and prospective students within fourteen (14) days of approval;
- Submit this policy for inclusion in the Policy Library within fourteen (14) days of approval;
- Post the policy on the College’s webpage and all other related webpages, in the student handbook, and in the College catalog; and

- Educate and train all stakeholders and appropriate audiences on the policy's content as necessary.

Failure to meet the publication requirements does not invalidate this policy.

REVIEW SCHEDULE

- Next Scheduled Review: 02/18/2023
- Approval by College Cabinet: 02/18/2020
- Revision History: N/A
- Supersedes: N/A

RELATED DOCUMENTS

There are no related documents associated with this policy.

FORMS

There are no forms associated with this policy.