



Office of Communications & Promotions Standard Operating Procedure

Updated July 29, 2011

GCC's Institutional Strategic Master Plan: 2009-2014 "Moving Forward," calls for the launching of a branding campaign designed to reacquaint the public with the services offered by the Guam Community College. This campaign will consolidate positive perceptions of GCC in order to better convey its services and activities to the public. The branding campaign includes three specific components: the development of the GCC "brand," the creation of an employer outreach program, and a formal recruitment campaign designed to increase enrollment. The campaign will target the general public, the business community, and the College's stakeholders.

Standard Operating Procedure (SOP) for the Office of Communications and Promotions (OCP) provides guidelines for coordinating efforts to promote the mission and accomplishments of GCC in accordance with the Master Plan branding campaign. The SOP is designed to produce an organized, consistent and professional approach to all media contact with regard to GCC. The SOP is also constructed to allow all GCC stakeholders to form a strong alliance with the Office of Communications & Promotions toward this positive promotional effort.

GCC has identified two distinct stakeholder groups: primary and secondary. The primary stakeholders include alumni, students, staff, faculty and trustees. Retirees, parents, donors and the at-large public comprise the secondary stakeholders group.

In developing the stakeholders' alliance with the OCP, it is essential to keep the OCP informed in order to utilize services appropriately in the advancement of GCC's reputation. All departments and programs at GCC should:

- Coordinate ALL media coverage with the Office of Communications & Promotions.
- Provide the Office of Communications & Promotions with details of the event/program so that a media release can be developed and disseminated to the media (please include the who, what, when, where, why, and how pertaining to the event). The larger the event, the more advance notice is required for media coverage.
- All media appearances and/or interviews should be arranged in advance with the Office of Communications & Promotions so that pertinent information about the College is shared with the public. Should any spontaneous media appearances or interviews occur, or if approached by the media and asked to speak about an event or

topic, please inform the OCP as soon as possible, preferably BEFORE making any statements to the media. Should spontaneous statements inadvertently be made to a reporter or member of the media, please inform the OCP as soon as possible afterward.

Faculty: If a media event pertains to a Service Learning project being conducted by students and one of them is approached by or speaks to the media about the event, please inform the OCP so that the College is aware that media coverage of the event may happen.

- Advise the Assistant Director of the OCP if planning to work with the media on news or feature stories.
- All GCC publications and/or promotional materials for dissemination must be reviewed/approved by the OCP.
- Any material that represents College programs and activities, such as letters to the editor, flyers, posters and publications for public distribution must be reviewed and approved the by OCP.
- Any videotaping or recording of GCC activities for media purposes must be coordinated through the OCP.
- Send all event information to gcc.pio@guamcc.edu, for inclusion as part of the electronic announcements on the MyGCC and/or on the main GCC web site if appropriate.
- All media information/promotional material pertaining to GCC programs, services, personnel, faculty, students, campus activities and special events should be released through the OCP.

PERSONAL AND CAMPUS ANNOUNCEMENTS ON MyGCC

With the implementation of MyGCC, we can post information for faculty, employees, students and alumni to view either as a Personal Announcement or Campus Announcement. The difference between the Personal Announcement and Campus Announcement designations is that with the Personal Announcement feature in MyGCC, you can target your message to reach groups such as faculty, employees, students and/or alumni (or any combination of groups). With Campus Announcements, the entire campus community views the message. Anyone logging on to MyGCC will be able to review the Campus Announcement. If posting a Personal Announcement or Campus Announcement, please include the following:

Personal Announcement (Targeted Groups)

1. Title of Announcement
2. Body of Message
3. Target audience (Faculty, employee, students, alumni, etc.)
4. Run date (start - end date)

5. If attaching a flyer or document within the announcement, PLEASE send a PDF of the flyer, document, etc., and include title of attachment so that it can be included in the message. (Download Attachment Name here)

Campus Announcement (MyGCC Public Viewing)

1. Title Announcement
2. Body of Message
3. Run Date (start - end date)
4. Attachment as a PDF file (Include title of attachment so that we can include – Download Attachment Name here)

IMPORTANT:

Send all Personal and Campus Announcement information, including pdfs, to:
gcc.pio@guamcc.edu for posting.

MEDIA RELEASES

A media release is the most immediate way to get information through the media to the community. In helping the OCP develop a media release for a department or program, please note the following:

1. Advise the OCP of the event and desire for media coverage.

Desired lead-time for most media releases is five days before the event. This means the OCP should have the information or write-up at least six days before the activity or event. If time permits, the OCP will email a draft release for review to the office or program that requested the release, before the release is disseminated to the media. The lead-time for events planned months in advance is more flexible. The OCP will consult with the office or division as to the best time to release details of the event, advertisements, etc. Immediate hard news, such as GCC receiving another clean audit, will be disseminated immediately through a media release reviewed by the President's office.

Discuss any ideas for media coverage with the OCP and trust the professional opinion of the office as to how best to approach the media. Remember that media outlets like VISUAL news – especially if it is feature news such as when a class is performing a skill.

2. DRAFTING A MEDIA RELEASE.

Include the WHO, WHAT, WHEN, WHERE, WHY and HOW about the subject in the first paragraph. This is the most important information. In the next two or three paragraphs, include a quote from a key person involved in the project or special event, and some interesting history and background information about the subject.

Do NOT type media releases in all UPPER CASE letters. This practice annoys news editors and makes editing a real chore on the receiving end.

3. E-MAIL (gcc.pio@guamcc.edu)

4. The OCP will finalize the media release. The Assistant Director of Communications & Promotions will edit the release to make sure it adheres to standard journalistic style and gets the best promotional angle. Please remember that the OCP can get the information from GCC to the media in a timely manner but cannot guarantee when or if the media will use it.

PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

The OCP is available to assist with the composition and placement of public service announcements, broadcast copy, print displays and paid advertising, posters and flyers that will help get GCC's message across. Send your email request to gcc.pio@guamcc.edu.

MEDIA APPEARANCES

Word-of-mouth is an invaluable communication tool. Appearing on local talk shows or speaking to civic organizations is an excellent way to disseminate information. Please advise the OCP of any planned appearances and this office can help with preparation and presentations. The OCP can assist with scheduling appearances on local radio/TV talk shows. Also, the GCC version of *A Higher Degree* that airs on Channels 6 and 7 every other Sunday is an excellent way to get information disseminated about a program or event. Please call the OCP at 735-5638 to schedule an appearance on the program.

GUIDELINES FOR GCC PUBLICATIONS and GCC LOGO USE

For purposes of quality control, the Office of Communications & Promotions will review GCC publications to ensure that they adhere to GCC's standardized guidelines. The Office of Communications & Promotions will also be available to advise on editorial content. (As part of the Board-Union agreement, evaluation of assessment-related reports produced by the Office of Assessment, Institutional Effectiveness and Research (AIER) is done through a peer review process. However, editorial assistance, when requested, will be provided by the PIO.)

The standard body type should be a 12-point serif font (Garamond, Bookman, Times New Roman, et al).

All GCC publications must include the name, "Guam Community College" and an approved GCC logo (obtain the logo from the OCP). **The colors, font, wording and proportions of the GCC logo must not be changed.**

Each publication must include an address, phone number, FAX number, e-mail address and, college website URL (www.guamcc.edu) for more information.

All major GCC publications (ISMP, Annual Report, GCC Fact Book, course catalog, institutional assessment reports, etc.) must include the college's vision and mission statement, which can be obtained from the OCP or Academic Vice President's office. Please check with the OCP if there are any questions about the inclusion of these

statements. In addition, the Organization Affiliation Statement must be included in these publications.

ORGANIZATION AFFILIATION STATEMENT:

“Guam Community College is accredited by the Accrediting Commission for Community and Junior Colleges of the Western Association of Schools and Colleges, 10 Commercial Blvd., Suite 204, Novato, CA 94949, (415) 506-0234, an institutional accrediting body recognized by the Council for Higher Education Accreditation and the U.S. Department of Education.”

ELECTRONIC INFORMATION DISSEMINATION

Newsrooms prefer electronically submitted news releases and photographs. Releases sent by e-mail are more likely to find their way into the newspaper or onto a web site because they don't have to be retyped. All attempts should be made to save keystrokes. Text (in a word document) and photographs (JPEG or TIF formats) should be sent by e-mail to the Office of Communications & Promotions with suggested captions. Please include names and titles of everyone in the photo, unless it is a large group or class.

The Office of Communications & Promotions has oversight responsibility for the website, and works in conjunction with the MIS on issues relating to maintenance. Technically, there is no 'one' Webmaster for the college. Pages on MyGCC are populated by different programs and departments.

As part of the GCC Office of Communications & Promotions oversight responsibility, this office has the authority to remove or refuse links to inappropriate pages and to require that pages containing damaging or outdated information be changed or deleted.

Facebook Pages:

All College programs and student organizations are encouraged to set up a Facebook page. Please be sure to link your page to the Guam Community College Facebook page, or “friend” it!

SPECIAL EVENTS, INCLUDING GUEST SPEAKERS AND INDIVIDUAL PROGRAM GRADUATION CEREMONIES

The OCP should be informed of any special event as far in advance as possible – from the first discussions of the idea. This will ensure that the event gets the best coverage and most desirable results possible.

A special event is an activity that does not occur on a regular basis, which is intended to promote or provide information on a particular program or service, raise funds (ALL fundraising activities need to be cleared through the Development & Alumni Relations Office), or serve as a vehicle for establishing a relationship between the host and a specific audience.

Special events are effective in soliciting community and/or fiscal support, in helping to change attitude and behavior, and in calling a target audience to a planned action. They can also be purely social. Special events include concerts, receptions, seminars, conferences, guest lectures, individual program graduation ceremonies and a myriad of other activities, depending upon the creativity of the coordinating group.

IMPORTANT: PRIOR TO extending an invitation to the Governor, Lt. Governor, Congressional delegate, senators, justices or judges, the attorney general or government of Guam department heads to appear at a GCC event or speak to a GCC class, please inform the OCP of the invitation and the event details. This way, the OCP can coordinate should two separate entities on campus desire to invite the same guest speaker to their individual event, and possibly arrange for media coverage of the guest speaker's appearance.

CRISIS MANAGEMENT GUIDELINES

When bad news happens, the media will be on our doorstep, literally. Examples of crises include: An accident resulting in death or serious injury; the arrest of a student, faculty member or administrator; a murder, rape, arson, assault or felony that occurs on campus; a natural disaster.

It is **imperative** in times of crisis to follow a standard operating procedure to preserve institutional image.

1. Immediately forward crisis-related information to the Environmental Health & Safety Administrator, the Administrator of Student Support Services and Office of Communications & Promotions. This includes what happened, when, where, to whom, who else is involved, institutional liability (this may require legal consultation).
2. Immediately refer **ALL** media calls to the Office of Communications & Promotions (Especially in the event of a crisis, it is important to have a single source of information.). Stay calm and be courteous!! Never say "No comment." Instead say, "I'll find out," or "I'll have someone call you back," or "I'm unable to speak on behalf of the college, but I will put you in touch with someone who can." Then take the media person's phone number and, as soon as possible, call the OCP and relay the information or inquiry.

Let the proper college officials handle the crisis.

In the event you have any questions regarding any of these procedures, please call the Assistant Director, Office of Communications & Promotions, at 735-5638 or 797-0766 (cell). Or, you can email your question(s) to gcc.pio@guamcc.edu or jayne.flores@guamcc.edu.