



Procedures Manual

Communications Committee Procedure

Number: ADM-252

Office of Primary Responsibility: Marketing and Communications Department

Effective Date: Spring 2018

Purpose: The Hocking College Communications Committee is charged with creating and implementing strategies for positively promoting the College by continuously strengthening its brand. The Committee's objective is to execute a comprehensive marketing and communications strategy both internally and externally that clearly presents Hocking College's mission and its services in order to build enrollment, increase engagement and improve reputation.

Definitions:

Internal Communication Platforms Examples:

- Weekly newsletter (The Herald)
- Email blasts
- Weekly Communications Meeting
- TV screens
- Posters/flyers
- Signage

External Communications Platforms Examples:

- Press releases
- Website
- Social Media
- Blogs
- Ebooks
- Print advertising
- Radio advertising
- Collateral materials (brochures, posters, flyers, mailers, etc.)

Branding (Reputation)

- Branding is the perceived identity of an organization in terms of what product/services are offered and may include the people, visuals, culture, style, perception, words, messages, PR, opinions, etc., that helps to convey the unique identity of the organization.

Engagement

- Staff, faculty and student participation and inclusion in college activity.

Procedures:

The Committee will meet quarterly to review reputation, recruitment and engagement for internal and external constituents and to recommend possible strategies for improvement and enhancement.

Membership and Meetings:

The Committee is chaired by the Executive Director of Marketing, Public and Community Relations and will meet quarterly.

The intention is to assure all areas of the College are represented on the Committee.

- Faculty or staff member from each of the schools (NR, ABS, Public Safety and Workforce Development)
- Staff member from Student Experience
- One member of the President's Cabinet, which may include the Chief of Staff or one of the VPs
- Admissions director
- Staff member from athletics
- HR director
- Foundation director
- Staff member from Campus Safety

Specific Duties of the Committee:

Regularly review and make recommendations in regard to:

- Social media policy for both internal and external users
- A media relations policy
- A strategy for collecting information to be used to effectively promote the College (press releases, blogs, web content, social media content, etc.)
- Monitor reputation/brand and develop strategies accordingly
- A branding strategy with regard to correct use of College logos
- Contribute to a college calendar of events
- Participate in promotion and programming for the weekly Communications meetings under the leadership of the Executive Director of Marketing, Public and Community Relations