

12.0 Public Relations and Marketing

Subject: Access to District Records
Policy Number: 12.1
Officer Responsible: Chief Communications Officer

Policy Statement:

Public records of the College shall be available for inspection or copying in accordance with the Illinois Freedom of Information Act*. All requests for such inspection or copying shall be made in writing to the President.

Legal Citation:

5 ILCS 120/1, as amended by Public Act 96-542, effective Jan. 1, 2010.

Subject: Advertising
Policy Number: 12.3
Officer Responsible: Chief Communications Officer

Policy Statement:

All advertising and/or marketing of College activities and programs shall be coordinated through Public Relations and Marketing.

Subject: Promotional Materials
Policy Number: 12.4
Officer Responsible: Chief Communications Officer

Policy Statement:

All materials to promote a College activity or event shall be designed and/or reviewed by Public Relations and Marketing for content, grammar, punctuation, style, and graphic presentation. This includes any and all advertising, brochures, flyers, programs, letterhead, certificates, tickets, posters, newsletters, publications, fact sheets, news releases, videos, and general College displays.

Subject: Public Speakers
Policy Number: 12.5
Officer Responsible: Chief Communications Officer

Policy Statement:

Public Relations and Marketing shall be informed prior to College employees or students inviting speakers to make presentations to the public at College sponsored events.

Subject: Distribution of Signs, Handbills, and Advertising
Policy Number: 12.6
Officer Responsible: Chief Communications Officer