

**THREE RIVERS COLLEGE
GENERAL ADMINISTRATION REGULATION**

Section: 1000 General Administration	
Sub Section: 1300 Public Relations and Information	
Title: GAR 1310 College Communications	Page 1 of 5
Primary Policy: GAP 1310 College Communications	
Associated Policy: GAP 1320 Consumer Protection	
Associated Regulation: GAR 1315 Social Media	
References: Three Rivers College Visual & Identity Standards; Communications Services Request Form; Communications Department Proofing Form	
Addendums: Communications Services Request Form; Communications Department Proofing Form	
Supersedes: NA	
Responsible Administrator: Chief Technology Officer	
Initial Approval: 02-08-2010	Last Revision: 08-21-2019

Three Rivers College ensures accurate, appropriate, and timely information is available to current and prospective students, as well as members of the College community. The Communications Department has ongoing and scheduled review processes for the development and review of the electronic and printed forms of marketing, promotional, and recruitment materials; college publications; and other public-facing information

All College-related text, images, logos, watermarks, and other College-branded materials are the sole property of and/or are licensed to the College. Therefore, these materials must not be reproduced in any manner without authorization from the Communications Department. Three Rivers College has established a set of visual and identity standards to be used to ensure consistent representation and voice for College materials. These standards provide information on the College name, logo, and common identity elements that comprise the image of the College. The Three Rivers College Visual & Identity Standards must be followed for all College-related business, including, but not limited to, merchandise, brochures, interdepartmental communications, social media, flyers, posters, billboards, College handbooks, and public-facing electronic and printed materials, unless otherwise authorized. The Communications Department handles all press releases and announcements concerning Three Rivers College. Additionally, the Communications Department is responsible for College media relations, including fielding calls from the media and reporters addressing questions regarding the College.

Permission to send mass emails using the “everyone” email groups must be approved by the Office of the President or his/her designee.

All media inquiries should be directed to the Communications Department to arrange for provision of information and scheduling of interviews and responses as necessary. The College

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President or his/her designee is the official spokesperson for the College.

Review Process for Public-Facing Materials

All informational, advertisement, recruiting materials, or announcements designed for public dissemination, not directly related to classroom assignments, must be approved by the Chief Technology Officer or his/her designee before printing or dissemination through print, electronic, or other media. This includes billboards, posters, flyers, invitations, handbooks, manuals, direct mail letters, website information, social media, promotions, and other related materials that may be viewed by the College community and general public.

Ongoing Review Process

Proofing process: Informational and promotional College materials and paid announcements (print and electronic) designed for public and/or College wide dissemination are required to go through the Communications proofing process. The creator/requestor must verify on the Communications Services Request form that the project has been proofread and checked for accuracy. The requesting department is responsible for checking accuracy and alignment of content, spelling/grammar, appropriateness of photos, links point to the correct location, etc. The Communications Department will also proof the project and give final approval.

Review process for template materials: Communications often reuses or repurposes informational and promotional College materials, including flyers/handouts, press releases, and advertisements. Prior to reusing, the material is sent to the “owner of the content” for proofing, including a review that the content is current and accurate. The “owner” has the primary responsibility for ensuring the accuracy of the content.

Development process: Communications develops informational and promotional College materials (printed and digital) by request and through collaboration with other departments.

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Requests are submitted via the Communications Services Request Form: The form must be signed by the requestor’s supervisor and cabinet member to ensure the request is aligned with departmental goals. The Communications Department works with the requestor on content, distribution methods, and graphic design appropriate to the project’s purpose.

Other materials are developed and updated by the Communications Department. These include, but are not limited to, annual or ongoing projects such as recruitment advertising/publications, Upcoming at Three Rivers College weekly events email, Tinnin Fine Arts Center events promotion, student activities and athletic media posts, as well as press releases. Communications works with other departments on projects to ensure that the content is accurate, timely, and appropriate.

Biannual Review Process

Website review: each year on September 1 and February 1, cabinet members are emailed to conduct reviews of the areas of the Three Rivers College website for which they “own” the content. They are asked to review their web pages for accuracy and that the information is consistent with the current College catalog, policies/regulations, and other sources of information. They are asked to have the review completed and updates requested within one month from the start of their review.

On October 1 and March 1, the Communications Department audits the entire College website. This is a general review for alignment and obvious errors and/or expired information. The “owners” of the content are contacted and asked to review the information and, if needed, provide updated/accurate information so the Communications Department can update the website.

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Review of general College information for Handbook template: September 1 and February 1, cabinet members are emailed to review the general College information section of the Handbook template. They are asked to review for accuracy and that the information is consistent with the current College catalog, policies/regulations, and other sources of information. They are asked to have the review completed and updates requested within a month from the start of the review.

On October 1 and March 1, the Communications Department reviews and updates the general College information section of the Handbook template.

Upon discovery of a violation to this Regulation, the Communications Department shall immediately remove all materials. Depending on the extent of the violation, the violating party(s) may be subject to discipline up to and including dismissal and/or legal consequences.

For information on approval of Social Media, please reference, GAR 1315 Social Media.

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DOCUMENT HISTORY:

- 02-08-2010:** Initial approval of regulation GAR 1310 College Communications.

- 09-21-2016:** The College Board of Trustees approved the name change of the College from Three Rivers Community College to Three Rivers College.

- 09-20-2017:** Revisions made for clarification and alignment with College processes.

- 08-21-2019:** Communications departmental review include edits for clarification and inclusion of College Policy GAP 1320 Consumer Protection.



COMMUNICATIONS SERVICES REQUEST FORM

To request services from the Communications Department, complete this form, check the proof verification box, sign, and send on for approvals from your supervisor and cabinet member, who should email to psitzes@trcc.edu.

Note: It is the requestor's responsibility to make sure the item being submitted for approval and/or text for projects to be created meet the Three Rivers College Visual & Identity Standards and have been proofread to check accuracy and alignment of content, spelling/grammar, appropriateness of photos, that links point to the correct location, etc. Proofing guidelines are attached to this form. The Three Rivers College Visual & Identity Standards can be found at <https://trcc.edu/identity/>.

The Communications Department will also proof the item but is not responsible for the accuracy of dates, names, titles, and other content. In this final proofing process, Communications reserves the right to make changes for spelling, punctuation, and identity standards. High-profile items may go through additional proofing.

Along with this form, attach to the email the documentation outlined below as needed for the type of request you are making.

Requested by:	<input type="text"/>	Phone:	<input type="text"/>
Department:	<input type="text"/>	Date needed by:	<input type="text"/>
Email:	<input type="text"/>	Date requested:	<input type="text"/>
If you are requesting that Communications print your item, indicate the quantity needed:			<input type="text"/>

REQUEST TYPE:

<input type="radio"/>	IDENTITY STANDARDS REVIEW: Seeking approval that item meets TRC Identity Standards. Attach: The item for approval. NOTE: For flyers for student organizations, the faculty sponsor is responsible for submitting request and proofing the document. Flyer/Poster Guidelines and Templates for Flyers are on Gateway.
<input type="radio"/>	UPDATE: Updating of material that doesn't require significant reworking of design. Attach: The item being updated marked with changes needed.
<input type="radio"/>	REORDER: Request for printing or ordering items that require no changes. Attach: The item or a proof of item being reordered.
<input type="radio"/>	NEW: New projects or those that require significant reworking of design or text. Attach: 1) A description of the project, including details, purpose, target audience, examples, etc. 2) Text to be used.
<input type="radio"/>	EVENT PROMOTION: Materials/tasks for promoting a College event. Attach: 1) A description of the project, including details, text to be used, purpose, target audience, examples of promotion being requested, etc. 2) Completed Task Request Sheet (available on Gateway). 3) For any item you have designed yourself, attach the item.

DESCRIPTION OF PROJECT

JUSTIFICATION

(Please note if this is part of a SPOL objective)

APPROVAL

You must check this box before signature boxes will appear. By checking this box, the creator/requestor verifies that the project has been proofread for spelling, grammar, and punctuation; checked for accuracy and alignment of content; checked for appropriateness of photos and that links point to the correct location; and meets TRC Visual and Identity Standards. Proofing guidelines are attached to this form. The Three Rivers College Visual & Identity Standards can be found at <https://trcc.edu/identity/>.

(Once the creator/requestor verifies the project and selects the proof verification check box above, digital signature boxes will appear here)

SUBMIT

COMMUNICATIONS USE ONLY

DATE RECEIVED:

DATE COMPLETED:

Form Revised Nov 2019

COMMENTS



PROOFING GUIDELINES

Informational and promotional College materials and paid announcements (print and electronic) designed for public and/or College-wide dissemination are required to go through the Communications proofing process. (GAR1310-College Communications)

The creator/requestor must verify on the Communications Services Request form that the project has been proofread and checked for accuracy. The requesting department is responsible for making sure the item being submitted for approval and/or text for projects to be created meet the Three Rivers College Visual & Identity Standards and have been proofread to check accuracy and alignment of content, spelling/grammar, appropriateness of photos, that links point to the correct location, etc. Below are proofing guidelines to assist you in the proofing process. The Three Rivers College Visual & Identity Standards can be found at <https://trcc.edu/identity/>.

Content

- Check accuracy of content. Is it consistent with information in handbooks, on the website, etc.?
- Check accuracy of dates, times, locations, addresses, costs, names, figures, etc.
- If piece includes information from/about other departments, check accuracy with that department.

All text

- Check spelling, grammar, and punctuation, including headlines and captions. (Our style is to use the Oxford comma in a series. Example: The student is smart, talented, and courteous.)
- Check charts/maps for accuracy of text, figures, and consistency of fonts.
- Check consistency of spacing, fonts, bullet style, etc. (Our style is one space between sentences and 12 pt. Calibri font in most documents.)
- When appropriate, check page numbers and table of contents.

All photos

- Are the photos appropriate to the piece?
- Is there anything objectionable in the photos?
- If text is included in the photo, check spelling.

All links

- Do they work?
- Do they take you to the correct page?

Identity Standards quick check (for more detail, see full TRC Visual & Identity Standards).

- College name: The formal name is Three Rivers College. Abbreviated forms are Three Rivers, TRC, and the College. College is capitalized when referring specifically to Three Rivers College.
- Locations: Official ways to refer to external locations: Three Rivers College - _____ (with a space on either side of the hyphen and name of town in blank); Three Rivers - _____ (with a space on either side of the hyphen and name of town in blank); TRC-_____ (no space on either side of hyphen when used with abbreviation).
- Logo: The Three Rivers logo should appear prominently on all marketing/public relations pieces. The Three Rivers College logo can be downloaded in various configurations and formats at <https://trcc.edu/identity/logo.php>. For the majority of College flyers and other printed materials, use the "horizontal" logo sized to 3.5 inches wide (see logo at top of this form). For other materials/projects or if you have questions about which configuration and/or size to use, contact the Communications Department.