

TABLE OF CONTENTS
Chapter 6

Policy Number -----		Procedure Number -----
	Chapter 6 Public Affairs	
	Public Press and Media Relations	
6.1.1	<u>Public Press and Media Relations</u>	<u>6.1.1.1</u>
	Public Relations	<u>6.1.1.2</u>
	Catalog Distribution.....	<u>6.1.1.3</u>
6.1.2	<u>College Use of Photographs</u>	
6.2.1	<u>Copying, Printing, and Publishing</u>	<u>6.2.1.1</u>
6.3.1	<u>Recruitment Materials and Presentations</u>	<u>6.3.1.1</u>

HORRY-GEORGETOWN TECHNICAL COLLEGE

POLICY

Number: 6.1.1
 Title: Public Press and Media Relations
 Authority: Title 59, Chapter 53, Sections 810-860 of the 1976 Code of Laws of South Carolina, as Amended.
 Responsibility: Director of Public Relations & Marketing
 Original Approval Date: 02-11-1993
 Last Cabinet Review: 06-04-2014
 Last Revision: 06-04-2014

Chairperson

The College recognizes the need to be active in the areas of public information, publications, and marketing. The public information function generally deals with the release of information to the local, statewide, and national news media, and other general campus informational activities. The aspect of publications relates to the coordination of all of the College's official publications. The marketing responsibility represents the design, development, and coordination of the College's advertising and brand messages.

Every employee is free to talk to the press/media at any time about his/her particular area of activity; however, only the President, or designee, is empowered to speak "officially" for the College.

The release of all salary, financial, and official statistical information about the College must come from the office of the President. The official "News Release" of information about the College must come through the President, or his designee, and the Office of Public Relations & Marketing.

HORRY-GEORGETOWN TECHNICAL COLLEGE

PROCEDURE

Number: 6.1.1.1
Related Policy: 6.1.1
Title: Public Press and Media Relations
Responsibility: Office of Public Relations & Marketing

Original Approval Date: 08-01-1994
Last Cabinet Review: 06-04-2014
Last Revision: 06-04-2014

President

The Office of Public Relations & Marketing will coordinate all press inquiries; however, if an employee is directly contacted by a member of the press/media, he/she is free to discuss activities or programs at the College. Following the contact, the employee should notify the Director of Public Relations & Marketing of the event and the subject of discussion, so that an appropriate record can be maintained of the information which is published. If any query is received concerning salary, financial, statistical information, or any topics of controversy, the employee should refer the inquirer to the Director of Public Relations & Marketing, who will coordinate the response through the Office of the President.

Any College employee wishing to receive publicity for any activity or event should provide a Microsoft Word document with event details and contacts at least two weeks in advance of the scheduled event to the Office of Public Relations & Marketing. Also, the Office of Public Relations & Marketing should be notified in advance of any scheduled interview or press/media visitation to the campuses.

HORRY-GEORGETOWN TECHNICAL COLLEGE

PROCEDURE

Number: 6.1.1.2
 Related Policy: 6.1.1
 Title: Public Relations
 Responsibility: Director of Public Relations & Marketing

Original Approval Date: 08-01-1994
 Last Cabinet Review: 06-04-2014
 Last Revision: 06-04-2014

 President

The public information function exists to provide a steady and continuous flow of accurate and timely news information to the various communications media. Efforts are made to ensure that balanced and representative coverage is afforded all phases of the College's curricular and student activity programs. While the personnel in this department attempt to keep abreast of all news-worthy events at the College, the faculty and staff are urged to take an active role in seeking coverage by contacting the Office of Public Relations and Marketing in advance.

The publications aspect of the department's activities relates to the coordination of both internal and external publications. The external publications of the College may include the Catalog and Student Handbook, Annual Report, College Newsletter, and various other pamphlets and brochures. The procedures for the preparation and publication of each of these items are incorporated within the activities of the Office of Public Relations & Marketing.

The marketing responsibility of the Office of Public Relations and Marketing Department represents the combined efforts of the department, the Student Affairs area, the Academic area, and the Administration. In addition to the publication and utilization of the Catalog, the department is responsible for the design and development of all of the marketing resources of the College, including its promotional brochures and its print, radio, television, mobile, and online advertising. The department is also responsible for coordinating any major promotional events.

HORRY-GEORGETOWN TECHNICAL COLLEGE

PROCEDURE

Number: 6.1.1.3
Related Policy: 6.1.1
Title: Catalog Distribution
Responsibility: Admissions

Original Approval Date: 11-15-1995
Last Cabinet Review: 06-04-2014
Last Revision: 06-04-2014

President

Requests for information about the college and its offerings shall be handled as follows in regards to distribution of printed materials:

I. Distribution

A. Applicants/Prospective Students/New Students

The College catalog is provided online and through local libraries, including the College library.

B. Schools/Organizations/Agencies/Institutions

Catalogs and other admissions materials are distributed regularly and/or upon request and links to the catalog and other materials are provided via email.

II. Inventory Control

Catalogs will continue to be stored in Shipping and Receiving. Internal requests for catalogs for bulk distribution will be made in writing to the Senior Vice President. Authorization for distribution will be given to Shipping and Receiving via email.

HORRY-GEORGETOWN TECHNICAL COLLEGE

POLICY

Number: 6.1.2
 Title: College Use of Photographs
 Authority: Title 59, Chapter 53, Sections 810-860 of the 1976 Code of Laws of South Carolina, as Amended
 Responsibility: Director of Public Relations & Marketing

Original Approval Date: 07-13-2000
 Last Cabinet Review: 06-04-2014
 Last Revision: 06-04-2014

Chairperson

Horry Georgetown Technical College is a public institution and no person has any right to privacy while on any property under the control or supervision of the College. The College may photograph parts of its property under its control and these photographs may be utilized in brochures, pamphlets, web pages, or other publications authorized by the College.

If any faculty member, student, staff of the College, or any members of the public are on any property under the control or supervision of the College, their presence is the consent to be photographed. If the individuals in the photograph are to be identified by name or the photograph is posed rather than spontaneous, the permission of the individual(s) will be obtained prior to use of the photograph.

If any person does not consent to be photographed while on any property under the custody and control of the College, it is the obligation of such person to notify the Director of Public Relations and Marketing in writing that their presence on the College's property is not consent to be photographed.

HORRY-GEORGETOWN TECHNICAL COLLEGE

POLICY

Number: 6.2.1
Title: Copying, Printing, and Publishing
Authority: Title 59, Chapter 53, Sections 810-860 of the 1976 Code of Laws of South Carolina, as Amended.
Responsibility: Vice President for Business Affairs

Original Approval Date: 09-09-1993
Last Cabinet Review: 03-28-2014
Last Revision: 05-27-2011

Chairperson

It is the policy of Horry Georgetown Technical College to operate an internal print shop. The purpose of the print shop is to offer the most cost effective and efficient services to College faculty, staff, and students using internal resources and outside contractors. All printing and duplicating work, except for the most basic office duplicating work (e.g., office copying and office printing) must be coordinated and processed through the College's print shop.

HORRY-GEORGETOWN TECHNICAL COLLEGE

PROCEDURE

Number: 6.2.1.1
Related Policy: 6.2.1
Title: Printing Services Department
Responsibility: Vice President for Business Affairs

Original Approval Date: 08-01-1994
Last Cabinet Review: 03-28-2014
Last Revision: 05-27-2011

President

I. PROCEDURE**A. Duplicating:**

For all duplicating jobs requiring more than 100 copies from an original, contact the Print Shop for assistance in determining the most economical method.

B. Printing Requests:**1. Printing Request Form**

For each printing request, complete and have authorized a Printing Request form, available online at printservices@hgtc.edu or from the Print Shop. Retain a copy for your records. Attach a sample of your print job with the request. When print job is complete the form will be returned to you with your print job showing the charges incurred for the work.

2. Deliveries

The Printing Request form should contain information as to the exact place that the completed printing job should be delivered, including building and room number.

C. Proofs:

The requesting department will be provided a proof of the print job for complex print jobs. The department is responsible for checking the proof and authorizing printing. If errors appear in the finished work that has been approved by the department, the department is responsible for reprint charges.

D. Campus Bulk Distribution:

If bulk distribution of printed materials such as memoranda or bulletins is needed, clearly define the distribution group and the Print Shop will handle the distribution.

E. Bulk Mail Processing:

Consult with the Print Shop Manager when planning for bulk mail so that important considerations such as indicia, size, type of envelope, weight, etc., may be determined before any of the materials are printed.

- F. Purchase or Lease of Print Shop Equipment:
Send purchase requisition to the Purchasing Department for authorization and purchasing procedure. If you have any questions, call Purchasing or the Print Shop Manager. Do not contact the vendor.
- G. Charges for Print Shop Services:
Every department will be charged for use of copiers, paper and printed materials received from the Print Shop. All jobs will be monitored and priced in Print Smith (software tool located in the Print Shop). At the end of each month, the accumulated cost will be forwarded to the Accounting Department for charges to be applied to each departmental budget. Any questions for disputes may be reviewed by appointment with the Print Shop Manager who will have details of each transaction.

II. SERVICES

- A. Consultation:
Department personnel will assist all HGTC faculty and staff in determining the most economical and effective use of duplicating, printing and bulk mail services.
- B. Composition and Layout:
The department has software equipment which includes a variety of type styles and layout capabilities. This equipment will accept designs from multiple media. The Print Shop will provide professional layout services.
- C. Printing:
Capabilities range from high speed copying for sophisticated design in both black and white and full color. Paper sizes, weights and colors are available in a large variety of styles. See our Print Shop manual for a full list of services.
- D. Finishing and Binding:
Materials may be trimmed, collated, stapled, spiral bound, laminated, folded and a variety of other finishes. See our Print Shop manual for a full list of services.
- E. Bulk Mail Processing:
The Print Shop in combination with the Mail Room will stuff envelopes, affix address labels, compute postage, meter and deliver bulk mail to the US Post Office.
- F. Banners and Signs:
Equipment in the Print Shop will allow for any graphic or signs up to 24' wide and unlimited length.
- G. Shredding Services:
The workstudy students in the Print Shop are available to assist each department with small shredding jobs.

HORRY-GEORGETOWN TECHNICAL COLLEGE

POLICY

Number: 6.3.1

Title: Recruitment Materials and Presentations

Authority: Title 59, Chapter 53, Sections 810-860 of the 1976 Code of Laws of South Carolina, as Amended.

Responsibility: Associate Vice President for Student Affairs

Original Approval Date: 06-12-2007

Last Cabinet Review: 06-04-2014

Last Revision:

Chairperson

Horry Georgetown Technical College is committed to providing accurate, up-to-date information that clearly and correctly represent institutional practices and policies. As such, the College adheres to the State Board for Technical and Comprehensive Education Policy 1-2-102 and Procedure 1-2-102.1, which govern all such materials.

Further, the College assigns employees, as appropriate, and utilizes processes as required to ensure the accuracy of content of all recruitment materials and publications, reviewing and updating material on a regular basis.

HORRY-GEORGETOWN TECHNICAL COLLEGE

PROCEDURE

Number: 6.3.1.1
Related Policy: 6.3.1
Title: Recruitment Materials and Presentations
Responsibility: Associate Vice President for Student Affairs

Original Approval Date: 06-13-2007
Last Cabinet Review: 09-04-2014
Last Revision: 09-04-2014

President

The Horry Georgetown Technical College Office of Public Relations and Marketing, in partnership with the Recruiting and Admissions Office, is responsible for producing recruitment materials and presentations, including the College public website, and for ensuring information contained in said publications and presentations accurately represents institutional practices and policies.

All recruitment and presentation materials are reviewed on a regular basis for accuracy and brand standards, at least annually or more frequently as required. The content of printed materials is reviewed annually, coinciding with the annual academic program review process. Following academic program review, all changes, additions, deletions and other modifications to recruitment materials and presentations relating to academic programs are made in both printed and electronic materials, including the College website. Non-academic program information is reviewed on a schedule coinciding with the start of registration for each semester, summer/fall and spring, to ensure accuracy of content, and changes are made as needed.

Further, modifications to policies, procedures and other applicable practices are published electronically, on the College website, and are changed immediately as approval is granted to said items and/or as changes are requested via the College Track-It system. For purposes of archiving, electronic copies are considered official representations of recruiting and marketing documents. These documents are held on the marketing system server and on the College server as a backup.