Office of Communications & Promotions

Standard Operating Procedures

The GCC Office of Communications & Promotions, in accordance with the GCC Institutional Strategic Master Plan: 2014-2020 goal of Visibility and Engagement, will continue to promote the GCC brand to achieve regional, national, and international recognition. This promotion aligns with the College's mission as a leader in career & technical workforce development, providing the highest quality, student-centered education and job training for Micronesia. GCC's Transformation goal as an institution focused on providing 100% student success will add another dimension to our brand promotion in that GCC will also promote our students' successes on campus and as graduates out in the workforce.

The GCC Office of Communications and Promotions launched the new GCC Logo System in February 2017 to start the celebration of GCC's 40th anniversary year. The GCC Logo System consists of a main GCC logo, designed in full color and in several one-color versions. The system is comprised of individual black and white logos for each of GCC's programs. Each of these program logos corresponds to the main logo. The logos and brand revitalization, and efforts to internationalize the campus, will continue to promote positive perceptions of GCC, in order for the College to be able to actively convey its services and activities to the general public, the business community, and GCC partners and stakeholders.

The New GCC Logo System Guidelines, as well as the new GCC logos, are posted in MyGCC under the Work Life tab, on the top left side in the Communications & Promotions portlet. Individual program logos are available upon request by emailing **angela.cabrera1@guamcc.edu.**

The Standard Operating Procedures (SOP) for the Office of Communications and Promotions (OCP) provide a guide for coordinated 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 two distinct stakeholder groups. 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.

Updated August 10, 2018

Toward this effort, 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 **at least one week in advance 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 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 of media coverage of the event, and so that the OCP can highlight the coverage on our social media channels and in Chachalani, the campus online newsletter.

- 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 (brochures, flyers, etc.) for dissemination (both on and off-campus) 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 by the OCP.

- Any videotaping or recording of GCC activities for mainstream 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 MyGCC, GCC social media outlets, and/or on the main GCC website 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:

The MyGCC portal allows information for faculty, employees, students and alumni to be viewed 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. If the PDF has been uploaded onto the web site for linking, please provide the URL for the document to be linked in MyGCC. (Call OCP for questions about this procedure.)

Campus Announcement (MyGCC Public Viewing)
1. Title Announcement
2. Body of Message
3. Run Date (start - end date)
4. Attachment as a PDF file.

IMPORTANT

Send all Personal and Campus Announcement information, including PDFs, to:
gcc.pio@guamcc.edu for posting. The President's Office and the OCP share posting duties. While these offices try to post announcements immediately, sometimes this is not possible due to workload. If your announcement is urgent, please call 735-5638 or 5700 to request immediate 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 several days in advance 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. SENDING INFORMATION TO THE OCP FOR DRAFT OF 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. If possible, include a quote from yourself, a student, or a key person involved in the project or special event. Also include some interesting history and background information about the subject.

3. Email 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.

GUIDELINES FOR GCC PUBLICATIONS and GCC LOGO USE*
***See separate GCC LOGO USE GUIDELINES / FLYER GUIDELINES** posted on MyGCC portal.
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 font (Helvetica, Bookman, Times New Roman, etc.). All GCC publications must include the name, "Guam Community College" and an approved GCC logo (obtain the logo from the Work Life tab in MyGCC). 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."

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 website 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.

NEVER EMBED photos in a word document or PDF. This procedure renders the photos unusable!

GCC WEBSITE | www.guamcc.edu
The Office of Communications & Promotions has oversight responsibility for the GCC website, and works in conjunction with an outside vendor and MIS on issues relating to maintenance. Individuals from different programs and departments that have received training on uploading procedures now populate pages on MyGCC. If your department assigns a new person to administer your website page, please contact the OCP for training. (Individual training takes approximately 30 minutes.)

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.

A new web site is being developed for unveiling in spring 2019. Training sessions for web site back-end users will be provided shortly after the unveiling.

SOCIAL MEDIA

The GCC Social Media Policy is now official and has been posted on the MyGCC portal under Work Life / GCC Procedures and Policies, directly underneath the updated OCP Standard Operating Procedures. This policy has been approved by the College Governing Council and adopted by the GCC Board of Trustees. PLEASE READ THIS POLICY, especially if you are an advisor to a student organization.

College programs and student organizations may set up a Facebook page. Please be sure to link your page to the Guam Community College Facebook page, and “like” it! GCC also uses Twitter, LinkedIn, Instagram, and Youtube. All of these accounts are linked on the main web site home page and on the MyGCC home page. Postings of student successes, campus happenings, fun (and funny) events are very encouraged, as is the generation of constructive dialogue about GCC programs, events, and issues.

SPECIAL EVENTS, INCLUDING GUEST SPEAKERS AND INDIVIDUAL PROGRAM CEREMONIES

The OCP should be informed of any special events 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. Also, the President’s Office will be informed of the speaker’s appearance.

CRISIS MANAGEMENT GUIDELINES

Unfortunately, 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 or staff member or administrator; a murder, rape, arson, assault or other felony that occurs on campus; or a natural disaster.

It is ***imperative*** in times of crisis to follow a standard operating procedure and have a proactive plan to preserve the institution's positive image.

1. Immediately forward crisis-related information to the **Student Support Services Office (735-5555)**; the **Office of Communications & Promotions (735-5638)**; and the **Environmental Health & Safety Administrator (788-2223)**. This includes what happened, when, where, to whom, who else is involved, and any perceived institutional liability (this will be confirmed by GCC legal counsel).

2. Immediately refer **ALL** media calls to the Office of Communications & Promotions at either 735-5638 (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 have someone call you back," or "I'm unable to speak on behalf of the college, but I will put you in touch with our Communications Office."** 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.

3. The OCP will notify the Administrative Assistant for the Board of Trustees to contact board members and keep them apprised of the situation. The OCP will assist the Admin. Assistant with the verbiage to email board members if need be.

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