

TEXAS STATE TECHNICAL COLLEGE
STATEWIDE OPERATING STANDARD

No. GA 1.7	Page 1 of 3	Effective Date: 07/28/15
DIVISION:	General Administration	
SUBJECT:	Dissemination of Information	
AUTHORITY:	Minute Order #38-93	
PROPOSED BY:	<i>Original Signed by Nick Alvarado</i>	
TITLE:	Senior Executive Director of Communication and Creative Services	Date: 07/28/15
RECOMMENDED BY:	<i>Original Signed by Jeff Kilgore</i>	
TITLE:	Vice Chancellor & Chief Marketing Officer	Date: 07/28/17
APPROVED BY:	<i>Original Signed by Mike Reeser</i>	
TITLE:	Chancellor	Date: 07/28/15

STATUS: Approved by VCs 07/28/15

HISTORICAL STATUS: Reviewed/Revised 06/2015
 Approved by MC 03/11/05
 Revised 02/2005
 Approved by MC 4/9/03
 Revised 3/03
 Approved by MC 05/18/95
 Reviewed 02/15/95
 Reviewed 06/17/94
 Approved 03/27/93
 Revised 03/27/93
 Approved MC 03/25/93
 15/EVP/76-7 09/08/76

POLICY

It is the policy of Texas State Technical College to facilitate positive media relations, proper dissemination of information, including internal and news to the public, and a coordinated public relations effort statewide. Persons representing the institution are responsible for the fair and accurate reporting of information to the public, giving rigorous attention to the principles of integrity and good practice.

PERTINENT INFORMATION

Each campus and the TSTC Central Administration employs a qualified public relations officer whose responsibilities include the administration and/or final review and approval of news releases, publications, videos, electronic publications, including, public internet content, and other communications. The coordination and proper dissemination of information and news from the campuses and the TSTC Central Administration ensures accurate data and a positive College image.

Among the duties of the Statewide public relations officer is to assist the campuses in maintaining a coordinated public relations effort that fits with the statewide mission.

DELEGATION OF AUTHORITY

The Chancellor/Vice Chancellor has the authority and responsibility to assure all procedures adhere to this operating standard and policy.

OPERATING REQUIREMENTS

Persons representing the institution are responsible for the fair and accurate reporting of information to the public, giving rigorous attention to the principles of integrity and good practice.

Public relations officers are accountable for the accuracy, content and nature of communications disseminated to the public by their campuses. Only the campus and state public relations officers, or their designees, are authorized to coordinate media coverage, including the solicitation of media coverage. This prevents personal opinions of individuals appearing to represent official college positions or policy, aids in the development of positive media relations, and ensures the consistency and accuracy of information released. This restriction, however, is not to be construed in any way as to restrict the right of any person from using his or her freedom of speech as an interested citizen.

External Communications

External communications such as news releases, media kits, interviews, social media and any other acceptable methods will follow the procedures outlined in the TSTC Marketing & Communication Standards Manual.

Internal Communications

All internal communications such as emails, notifications, portal posting and any other acceptable methods will follow the procedures outlined in the TSTC Marketing & Communication Standards Manual.

PERFORMANCE STANDARDS

1. Each campus adheres to the SOS.
2. All dissemination of information and communication must follow the guidelines and procedures in the TSTC Marketing & Communication Standards Manual.

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3. Items released for publication to the public will follow the guidelines set forth by the State and Federal rules and regulations. The Family Educational Rights and Privacy Act will be followed regarding information on students.