



BOARD POLICY

TITLE: COMMUNICATIONS AND MARKETING

BOARD POLICY # 3950 *(was 200)*

The Office of Communications and Marketing is the center of all promotional efforts that involve the College brand. The office coordinates and manages the College's visual identity, news media interaction, College publications, websites, social media channels, and print & electronic communications.

The College supports two official logos (UCC and RiverHawks) that present a consistent and clear identity. Logo guidelines and graphics standards are developed and implemented to maintain and enhance the College's visual brand recognition.

RESPONSIBILITY:

The Chief Advancement Officer is responsible for implementing and updating this policy. Specific guidance for policy implementation may be found in the associated Administrative Procedure(s).

NEXT REVIEW DATE: 2022-2023

DATE OF ADOPTION: 9/8/2021

DATE(S) OF REVISION:

DATE(S) OF PRIOR REVIEW: