

**BOARD OF EDUCATION  
UMPQUA COMMUNITY COLLEGE  
DOUGLAS COUNTY, OREGON**

Information Item

Action Item

Subject: Review of Administrative Procedures

Date: June 9, 2021

*The following new or revised administrative procedures are provided as an information item. Per Board Policy 2410, administrative procedures are issued by the President as statements of method for implementation of Board policies. The Board may direct revisions of the administrative procedures if the Board judges that the procedures are inconsistent with Board policies.*

<b>Old #</b>	<b>New #</b>	<b>Title</b>	<b>Addendum Page #</b>
N/A	3950AP	Communications and Marketing	1-2
N/A	4022AP	Course Approval	3-4
720.05	4104AP	Reverse Transfer	5
714	4237AP	Continuing Education Units	6-7
307.01	6535AP	Use of College Equipment	8-9

Note: The following administrative procedure has been renumbered:

Old #    New #    Title  
5014AP 5106AP Admission to Nursing Program

Recommendation by:

Approved for Consideration:





## ADMINISTRATIVE PROCEDURE

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**TITLE: Communications and Marketing**

**ADMINISTRATIVE PROCEDURE # 3950**

**RELATED TO POLICY # 3950 COMMUNICATIONS AND MARKETING**

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### **A. Visual Identity**

Graphic standards are developed and revised to stay current with best practices and changing technology. The graphics standards document is located on the UCC Intranet (MyUCC) in the Communications and Marketing section. 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.

### **B. News Media**

1. Interactions involving official College representation, such as interviews and tours, with news reporters must be coordinated by the Office of Communications and Marketing. Staff must direct all inquiries by news reporters to this office before any interaction occurs. Staff may not represent the College in any way unless designated to do so by the Office of Marketing and Communications or the College President.
2. Staff members with newsworthy information who would like to reach out to news outlets and/or the community should fill out a work order located on the Communications and Marketing job request webpage.

### **C. Marketing Materials**

1. All marketing materials must be developed by, or in cooperation with, the Office of Communications and Marketing. Work orders must be submitted with clear and complete information. A lead time of two weeks must be accounted for but quick turn-around times can be accomplished in cases that involve important and unexpected College business such as: events, accreditation, federal mandates, dignitary visits, etc.
2. Templates have been developed for staff use in order to create a variety of promotional materials. Templates are published on the College intranet.

#### **D. Website**

The Office of Communications and Marketing is responsible for designing and creating pages on the College website, and for the website's overall maintenance and security. Through a shared effort, web editors are identified and trained to help support individual department and programs to maintain and update content on respective webpages.

#### **E. Social Media Channels**

Official social media channels are managed by the Office of Communications and Marketing. In most cases, it is not necessary for College departments, programs, clubs, and groups to create their own social media presence. Official social media channels should be used to promote the College. College departments, programs, clubs, and groups must consult the Office of Communications and Marketing before creating any social media presence that represents the College.

#### **F. Video Production**

To maintain a high level of professionalism and compliance with individual permissions and federal copyright laws, any video that represents the College must be produced in conjunction with the Office of Communications and Marketing.

#### **G. Mass Electronic Communications**

Electronic communications for College marketing purposes such as email newsletters and promotions must be coordinated with the Office of Communications and Marketing. Mass electronic communications related to ongoing College business (e.g. bill payments, financial aid application, class registration) do not have to be coordinated with this office; it can be consulted for editorial and creative purposes.

#### **H. Training**

Periodic training during fall in-service, employee orientation, and other times will be provided to help staff represent the College in a professional manner. Training will cover topics such as logo usage, graphic standards, web editing, and social media. Department supervisors will determine who should be trained.

#### **RESPONSIBILITY:**

The Chief Advancement Officer is responsible for implementing and updating this procedure.

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#### **NEXT REVIEW DATE:**

**DATE OF ADOPTION: 4/23/2019 by CC**

**DATE(S) OF REVISION:**

**DATE(S) OF PRIOR REVIEW:**



## ADMINISTRATIVE PROCEDURE

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**TITLE: Course Approval**

**ADMINISTRATIVE PROCEDURE # 4022**

**RELATED TO POLICY # 4022 COURSE APPROVAL**

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Academic Council (AC) reviews new and revised courses submitted by faculty. The committee considers compliance with College policies and curriculum standards, accreditation requirements, state requirements, and alignment with the College mission, values, and learning outcomes.

### **New/Revised Course Approval Process**

- A.** The submitting faculty will have a conversation with the appropriate division/department chair and academic program assistant/chief academic officer about proposed changes and how they will potentially impact the program and other programs.
- B.** Developers of all new courses/course revisions must identify which programs will be impacted and notify the chief academic officer of affected programs (including certificates) and divisions/departments. Note: Significant impacts are credit changes, changes in program learning outcomes, and/or suspending a course - PROGRAM MODIFICATION FORMS ARE POTENTIALLY NEEDED; faculty will consult with the chair of the ACSC to determine if the program modification forms are needed.
- C.** The submitting faculty will have a conversation with the Director of Registration and Records to ensure that they have the correct forms before proceeding to the Assessment and Curriculum Standards Committee (ACSC).
- D.** The academic program assistant will forward the paperwork to the chair of the ACSC for review. The submitting faculty will be notified of edits and when their form has passed ACSC.
- E.** Developers of all new courses/course revisions must submit course justification paperwork to ACSC. The chair of ACSC will forward the paperwork to Academic Council (AC) and the faculty will be notified when it passes AC. Deadlines for inclusion on AC meeting agenda are available via prior meeting minutes or by contacting the chair of AC.

- F. Developers of all new courses/course revisions must be available to attend AC meeting at which their course(s) will be reviewed, or identify a proxy at the meeting, which may be the chair of ACSC.
- G. AC will discuss proposed new courses and course revisions, and the council will either vote to approve the course creation/revision or will suggest revisions.
- H. Developers of all new courses/course revisions will allow sufficient time to receive AC review feedback and complete any AC editing requests; the timeframe varies according to the complexity of recommended changes and internal and external communications required.
- I. New courses and course revisions cannot be approved until all editing requests have been completed and resubmitted to AC.
- J. Courses approved by AC are submitted to the Higher Education Coordinating Commission (HECC) for approval. The chair of ACSC will forward the paperwork to the UCC Point of Contact (POC) for WebForms for the HECC, who will submit the paperwork to HECC. The submitting faculty, division/department chair, and chief academic officer will be notified by email of the receipt and passage of their forms by HECC after the UCC POC sends the approval to the Director of Records and Registration.
- K. Course approvals must be received from HECC prior to the catalog preparation deadline for the academic year a department plans to offer the course; please consult with the Director of Registration and Records for the catalog preparation deadline.

**RESPONSIBILITY:**

The Chief Academic Officer is responsible for implementing and updating this procedure.

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**NEXT REVIEW DATE:**

**DATE OF ADOPTION: 11/16/2020 by CC**

**DATE(S) OF REVISION:**

**DATE(S) OF PRIOR REVIEW:**



## ADMINISTRATIVE PROCEDURE

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**TITLE: Reverse Transfer**

**ADMINISTRATIVE PROCEDURE # 4104** *(was 720.05)*

**RELATED TO POLICY # 4104 REVERSE TRANSFER**

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To qualify for a UCC degree using reverse transfer credits, students must:

1. Have successfully completed at least 75% of the college-level credits at UCC prior to transferring to a university.
2. Fulfill all program requirements outlined in the UCC academic catalog within five years from the program start date.
3. Upon successful completion of approved transfer credits with a grade of C- or better in relevant areas, submit official transcripts to the UCC Registrar for articulation.
4. Submit completed Reverse Transfer from Another Institution petition form.
5. Submit completed Graduation Application and appropriate fee.

**RESPONSIBILITY:**

The Assistant Vice President for Enrollment and Student Services is responsible for implementing and updating this procedure.

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**NEXT REVIEW DATE:**

**DATE OF ADOPTION: 5/20/2021 by CC**

**DATE(S) OF REVISION:**

**DATE(S) OF PRIOR REVIEW:**



## ADMINISTRATIVE PROCEDURE

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**TITLE: Continuing Education Units**

**ADMINISTRATIVE PROCEDURE # 4237 (was 714)**

**RELATED TO POLICY # 4237 CONTINUING EDUCATION UNITS**

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- A. Continuing Education Units (CEU) courses are developed by the college to include an organized continuing education experience and qualified instruction. Only UCC sponsored courses in the areas of occupational supplementary and customized training are eligible for CEU awards. One Continuing Education Unit is defined as 10 contact hours of participation and requires completion of at least 90% of the course. The Oregon Community College Handbook & Planning Guide requires that CEU courses be between one (1) and 210 contact hours. Fractional hours may be awarded in increments of .1 or more for each hour of training.
- B. A request for Continuing Education Units may originate from an individual, an employer or professional association. The UCC department may identify the need for CEU's within business, industry, labor, government, and/or professional organization. When a need has been identified, the Dean of Community Education and Partnerships, Department Director, or Department Chair is responsible for validating the need for the CEU instruction and following the non-credit course development process.
- C. A course outline must be maintained by the instructional department prior to offering the CEU instruction, as well as documentation of the instructor's qualifications. The sponsoring department provides the students with requirements for successful completion of CEU instruction prior to the course or at the first session.
- D. CEU's awards are subject to the following guidelines:
1. Students register for a CEU course using the enrollment processes established by the sponsoring department.
  2. Students shall receive a pass/fail grade for CEU classes. No incomplete grades are allowed.
  3. CEU's may not be used as a means to earn Alternative Methods of Credit/Course Waiver. 714AP Continuing Education Units

4. The student's official transcript will include CEU course title, the eligible number of CEU's, and the grade earned. CEU's are transcribed by UCC in one-hour increments (ex. 1.0 = 10 hours, .3 = 3 hours).
5. The sponsoring department may issue a completion document outlining the CEU's earned.
6. If required by the agency recognizing the CEU's, the sponsoring department must maintain course attendance records for the necessary amount of time.

**RESPONSIBILITY:**

The Dean of Community Education and Partnership is responsible for implementing and updating this procedure.

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**NEXT REVIEW DATE:**

**DATE OF ADOPTION: 5/20/2021 by CC**

**DATE(S) OF REVISION:**

**DATE(S) OF PRIOR REVIEW:**





## ADMINISTRATIVE PROCEDURE

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**TITLE: Use of College Equipment**

**ADMINISTRATIVE PROCEDURE # 6535** *(was 307.01)*

**RELATED TO POLICY # 6535 Use of College Equipment**

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- A. Each employee of the College is responsible for equipment under their control. Loss of equipment and/or unauthorized removal of equipment should be reported immediately to the department head or appropriate manager. Lost or stolen equipment should additionally be reported to the Director of Facilities and Security by completing an Incident Report form to assist in determining appropriate loss practices.
- B. Equipment reported as lost or stolen may be replaced once determined to be essential to the department's function, provided budget eligibility. A request must be submitted to the Senior Leadership Team member who oversees the department. The request must include an explanation about the loss or theft of the equipment and a justification that replacement is essential to the activity served.
- C. College equipment shall not be loaned to individuals not employed by or enrolled in the College. Equipment may be loaned to entities having a legitimate educational need and partnership with the College. Any exceptions require approval of the President or designee.
- D. Employees who have a need to work from home and a current approved Telecommuter Agreement should contact the Help Desk for assistance with identifying equipment needs for a home office. The Help Desk staff will provide the appropriate documents to identify any equipment leaving College property.
- E. Equipment shall only be removed from campus with proper authorization(s). The following departments have oversight responsibility over equipment:
  - 1. Facilities department is responsible for power tools, equipment;
  - 2. Information Technology department is responsible for computer equipment.

F. Personal use of UCC's property (i.e. equipment, supplies, materials, etc.) or removing UCC's property, without advance approval from the appropriate supervisory authority is prohibited. See AP 313.01 Standard of Conduct.

For any other questions the Purchasing department should be contacted to determine appropriate authorization(s) for the equipment.

**REFERENCES:**

NWCCU Standard 2.I.1  
ORS 341.290(4)

**RESPONSIBILITY:**

The Director of Facilities and Security, in consultation with the Director of IT, Director of HR, and Chief Financial Officer, is responsible for implementing and updating this procedure.

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**NEXT REVIEW DATE:**

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**DATE(S) OF PRIOR REVIEW:**