Northeast Community College Communication and Information Standards

Marketing
The Marketing Office strives to enhance the public image of the College, creatively promote awareness of Northeast’s programs and services to prospective students and members of the public, and ensure that quality communications are produced and marketing resources are used effectively. The Marketing Office serves as the clearinghouse for all marketing and promotional materials.

All Northeast Community College marketing efforts must reflect the following standards:
1. Provide a comprehensive marketing strategy to achieve the goals of the College.
2. Protect and enhance the Northeast brand.
3. Provide a consistent and positive image of Northeast Community College.
4. Protect graphic identity.

Marketing Procedures
In order for Northeast to fully realize these standards, the Marketing Office has instituted the following procedures:

1. All paid marketing advertising for Northeast Community College can be placed only with prior authorization of the Marketing office.
2. The Marketing Office must approve the use of any College graphics, photos, audio recordings, videos, and logos prior to their use in a promotional manner.
3. All publications used for promotional purposes must be approved by the Marketing Office prior to print or must follow established guidelines provided by the Marketing Office. The Marketing Office will provide recommendations on, and the creation of, publications for the College and its departments. It will also provide printing vendor recommendations.
4. Proper use of the College logo must be followed.
The Marketing Office’s Branding Guide provides more specific information and direction and is available in the Marketing Office and on the website.

Public Relations
The Public Relations Office strives to maintain open and positive communication with the media in communities served by Northeast Community College and beyond and provide information related to the College’s educational programs and services. The Public Relations Office develops communications for publication or broadcast designed to encourage and cultivate pride of association and ownership with College programs among students, parents, faculty, staff, and constituents in Northeast’s 20-county service area of northeast Nebraska.

All Northeast Community College public information is developed with the following standards:
1. The Public Relations Office coordinates and seeks approval for any statement or release of information for publication or broadcast concerning or involving College policy with the College President or his/her designee per Code 2090.
2. All public information and activities of the College campus in Norfolk and its education centers in O’Neill, South Sioux City, and West Point for publication or broadcast are
coordinated to assure a consistent message is communicated throughout the College’s 20-county service area.

3. A program of public information and community relations is designed to assist current and prospective students in making informed decisions regarding enrollment in academic programs and promote the value of a comprehensive community college.

Public Relations Procedures
In order for Northeast to fully realize these standards, the Public Relations Office has instituted the following procedures:

1. All public statements or releases of information for publication or broadcast concerning or involving College policy will be reviewed and approved by the College President or his/her designee.

2. All staff-generated public releases of information must be reviewed and cleared through the Public Relations Office, including print news releases and newspaper, magazine, and newsletter articles; web news releases and articles; TV news interviews and stories, including KHWK-Hawk TV; and radio news interviews and stories.

3. The Public Relations Office must be notified when a Northeast Community College employee will be working with a media representative/reporter on a public release of information, including print news releases and newspaper, magazine, and newsletter articles; web news releases and articles; TV news interviews and stories, including KHWK-Hawk TV; and radio news interviews and stories.

4. The Public Relations Office will direct all media inquiries to the appropriate staff member. Media requests should be answered as quickly as possible, preferably within one business day.

Web Systems
The Web Systems Office strives to meet industry standards, best practices, and laws when designing, developing, or administering websites and web systems. These standards are important to the integrity of the Northeast brand and user experiences when engaging with the College’s stakeholders.

All Northeast Community College websites and applications are created and maintained with the following standards:

1. Maintain accurate and up-to-date information.
2. Abide by all local, state, and federal laws, as well as federal copyright laws and the Family Educational Rights and Privacy Act.
3. Follow industry accepted best practices.
5. Provide a consistent visual appearance.
6. Keep the user's needs in mind and strive for simplicity.
7. Protect the reputation of our domains and web presence.

Web Systems Procedures
In order for Northeast to fully realize these standards and to protect the College’s domains and web presence, the Web Systems Office has instituted the following procedures:
1. The sponsoring department, division, or program is responsible for periodically reviewing the web page and providing accurate and updated information.

2. The Web Systems Office is responsible for the design and development standards of all College websites and applications to assure that websites meet all legal requirements and follow best practices.

3. Staff must contact the Web Systems Office for assistance on the proper use of mass electronic communication tools (such as email, text, etc.) to assure protocols which protect the College’s web properties and domains are followed.