

**SOUTHERN WEST VIRGINIA COMMUNITY AND TECHNICAL COLLEGE
BOARD OF GOVERNORS
SCP-1002**

SUBJECT: Official College Spokesperson and Media Releases

REFERENCE: None

ORIGINATION: March 2014

EFFECTIVE: January 11, 2019

REVIEWED: August 30, 2018

SECTION 1. PURPOSE

- 1.1 This policy is to define who will serve as the spokesperson for Southern West Virginia Community and Technical College and define how news and information about the College is released to the media and public. The purpose of this policy is to ensure consistency and accuracy of information which represents the College as an institution of higher education.

SECTION 2. SCOPE AND APPLICABILITY

- 2.1 All constituents of Southern West Virginia Community and Technical College.

SECTION 3. DEFINITIONS

- 3.1 None.

SECTION 4. POLICY

- 4.1 The President and the Vice President for Institutional Advancement are the official spokespersons for Southern West Virginia Community and Technical College, and convey the official college position on issues of general college-wide impact or significance or situations that are of a particularly controversial or sensitive nature. Inquiries from the media about such issues should initially be referred to the Vice President for Institutional Advancement.
- 4.2 Depending on the specific circumstances, the President may designate another college administrator to serve as a spokesperson on a particular issue.
- 4.3 The Vice President for Institutional Advancement is the official representative for all news and information disseminated to the media and public through all types of communication (e.g., media alerts, news releases, public service announcements, incoming and outgoing media calls, Facebook, etc).

SECTION 5. BACKGROUND OR EXCLUSIONS

- 5.1 None.

SECTION 6. GENERAL PROVISIONS

- 6.1 None.

SECTION 7. RESPONSIBILITIES

- 7.1 The College President and the Vice President for Institutional Advancement are the official spokespersons for Southern West Virginia Community and Technical College. No person is authorized to act as an official spokesperson for the College, or present themselves as speaking for the College without the prior authorization of the President. No person is authorized to speak “off the record” on behalf of the College to media on any matter pertaining to the College.
- 7.2 In cases of critical significance to the College, the Vice President for Institutional Advancement will work with the President and other college officials to draft a statement to detail the known facts of the situation and summarize the College’s position.
- 7.3 In the event of a crisis or emergency situation, the Vice President for Institutional Advancement will handle all contacts with the media and will coordinate the information flow from the College to the public. In such situations, all campus departments should refer calls from the media to the Vice President for Institutional Advancement.
- 7.4 Since positive media solicitation is an integral element of the College’s communications program, any ideas for articles or pieces that would positively portray the College, its work or its community should also be directed to the Vice President for Institutional Advancement. Likewise, the Vice President for Institutional Advancement should be notified as soon as possible about negative occurrences that are likely to rise to the level of a news story.

SECTION 8. CANCELLATION

- 8.1 None.

SECTION 9. REVIEW STATEMENT

- 9.1 This policy shall be reviewed on a regular basis with a time frame for review to be determined by the President or the President’s designee. Upon such review, the President or President’s designee may recommend to the Board that the policy be amended or repealed.

SECTION 10. SIGNATURES

Board of Governors Chair **Date**

President **Date**

Attachments: None

Distribution: Board of Governors (12 members)
 www.southernwv.edu

Revision Notes: May 22, 2014 – Initial Release

August 30, 2018 – Revisions reflect a change in the responsibility of how news and information about the College are released to the media and public. This responsibility falls under the authority of the President, Vice President for Institutional Advancement, or another college administrator designated by the President because they have a broader perspective of the functions of the College and would be able to provide the correct details of events as they transpire.