

**THREE RIVERS COLLEGE
GENERAL ADMINISTRATION POLICY**

Section: 1000 General Administration	
Sub Section: 1300 Public Relations and Information	
Title: GAP 1310 College Communications	Page 1 of 2
Associated Policy: GAP 1320 Consumer Protection	
Associated Regulations: GAR 1310 College Communications; GAR 1315 Social Media	
References:	
Supersedes: NA	
Responsible Administrator: Chief Technology Officer	
Initial Approval: 02-18-2010	Last Revision: 08-21-2019

Three Rivers College ensures that accurate, appropriate, and timely information is available to current and prospective students, as well as members of the College community. The Communications Department has a process for the development and review of the electronic and printed forms of marketing, promotional, and recruitment materials; college publications; and other public-facing information.

All public-facing College information must be approved by the Communications Department prior to dissemination. College information is made available through, but not limited to the College catalog, website, social media, handbooks, advertising, and recruitment materials. All proposed content must be approved by the College President or his/her designee. Please refer to the associated regulation, GAR 1310 College Communications for more information.

All College-related text, images, logos, watermarks, and other College-branded materials are the sole property of and/or are licensed to the College. Therefore, these materials must not be reproduced in any manner without authorization from the Communications Department.

The College President is the official spokesperson of the College. No other individual 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 College President. All media inquiries should be directed to the Communications Department to provide information and facilitate the scheduling of interviews, as needed.

The Communications Department handles all press releases and announcements concerning the College.

Permission to send mass emails using the "everyone" email groups must be approved by the Office of the President or his/her designee.

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DOCUMENT HISTORY:

- 02-18-2010:** Initial approval of policy GAP 1310 College Communications.
- 09-21-2016:** The College Board of Trustees approved the name change of the College from Three Rivers Community College to Three Rivers College.
- 09-20-2017:** Edits for clarification and better alignment with the Communications Regulation(s); GAR 1310 College Communications and GAR 1315 Social Media.
- 08-21-2019:** Communications departmental review include edits for clarification and inclusion of College Policy GAP 1320 Consumer Protection.