

## COLLEGE POLICY

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<b>POLICY TYPE:</b>	<b>ADMINISTRATIVE</b>
<b>POLICY TITLE:</b>	<b>External Communications</b>
<b>POLICY #:</b>	<b>ADMIN - 219</b>
<b>RESPONSIBILITY:</b>	<b>Vice-President, Communications and Marketing</b>
<b>POLICY APPROVED BY:</b>	<b>Durham College Leadership Team</b>
<b>EFFECTIVE DATE:</b>	<b>November 2008</b>
<b>REVISED:</b>	
<b>REVIEW DATE:</b>	<b>November 2011</b>

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### Introduction

For over 40 years, Durham College has played a fundamental role in the growth and development of a vibrant community. Through strategic communications developed and executed by the Communications and Marketing department, the college has established strong brand recognition which has catapulted it to become one of Canada's premier community colleges.

The Communications and Marketing department must work cohesively with Durham College faculty and staff to ensure quality, consistency and accuracy in all written and visual materials communicated to external audiences. This includes students (current and prospective), stakeholders (employers, academic institutions, donors, and the community at large), influencers (parents, guidance counsellors, and teachers), and the media as a conduit to reach these audiences.

### Purpose

The purpose of this policy is to provide a framework for ensuring that a strong, positive image of Durham College is communicated proactively to all external audiences, and that the image is consistent with the college's vision and mission - its core values, and its brand.

### Definitions

**Media** – any print, broadcast (radio or television), or online source of news to the general public or target audience.

**Brand** – the promise of what Durham College delivers to its students. It reflects the college's values and beliefs as an institution and is the foundation of everything it does. It is the face the college presents to the world and how it is perceived by its key audiences.

### Policy Statements

1. All external communications are guided by Durham College's vision and mission, its core values and its brand. It is the mandate of the Communications and Marketing department to

provide brand standards to maintain the quality and consistency of all written and visual materials communicated to key audiences.

2. All external communications are handled by the college's Communications and Marketing department. It is the responsibility of the department to provide its strategic planning and execution capabilities to Durham College faculty and staff in order to effectively reach its target audiences.
3. The Communications and Marketing department responds in a timely and professional manner to any issues that arise on campus which involve a communications presence. All issues are handled with discretion and communicated strategically and effectively to all internal and external parties involved.
4. The Communications and Marketing department provides members of the media with accurate information about news and events on campus in a timely manner. It is the department's responsibility to maintain positive relationships with all media.
5. The Durham College website is considered a key communication and marketing tool to enhance brand recognition, and promote its programs and services to students and other key audiences. It is the responsibility of the Communications and Marketing department to maintain all content and images on the core institutional pages of the website in accordance with the college's brand standards. The Communications and Marketing department also oversees other content and images on the web as they relate to Durham College. This includes both internal and external sources.

### **Roles and Responsibilities**

1. The Vice-President, Communications and Marketing is responsible for overseeing the strategic development and execution of all Durham College external communications. This includes but is not limited to media relations, advertising and marketing, website, photography, alumni and community relations, events, and crisis communications.
2. The Vice-President, Communications and Marketing is responsible for enhancing stakeholder relations between Durham College and the community at large.
3. The Director, Communications and Marketing is responsible for ensuring Durham College brand standards are consistently followed and delivered in all written and visual materials.
4. All staff members in the Communications and Marketing department are required to uphold the confidentiality of any and all information pertaining to Durham College when required.

A detailed description of roles and responsibilities relating to this policy is provided in the departmental procedural documents.

### **Non-compliance Implications**

Not applicable.

## **Related Procedures**

Internal Communications Procedures  
External Communications Procedures  
Media Relations Procedures  
Advertising and Marketing Procedures  
Website and Social Marketing Procedures  
Photography Procedures  
Alumni Relations Procedures  
Community Relations Procedures  
Events Management Procedures  
Crisis Communications and Emergency Procedures

*The above mentioned procedural documents are currently under development.*

## **Related Policies and Directives**

The Durham College Brand Standards Guide was developed to ensure all Durham College employees maintain the high quality and consistency of its brand in all written and visual materials. It was created to define the core visual branding elements that make up the college's communications materials, speak to the majority of its communications applications and lay the foundation for accurate content and design strategy and execution.