

# MANUAL OF PROCEDURE

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**PROCEDURE NUMBER:** 1701

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**PROCEDURE TITLE:** Communications

**STATUTORY REFERENCE:** FLORIDA STATUTE 1001.64  
Section 508, REHABILITATION ACT Of 1973; SECTION 504,  
REHABILITATION ACT of 1973; AMERICANS WITH DISABILITIES  
ACT (ADA) of 1990; AMERICANS WITH DISABILITIES ACT  
AMENDMENTS ACT (ADAAA) of 2008

**BASED ON POLICY:** I-70 Communication with the Public

**EFFECTIVE DATE:** January 31, 1974

**LAST REVISION DATE:** July 29, 2024

**LAST REVIEW DATE:** July 29, 2024

## **I. PURPOSE**

To prescribe procedures for disseminating information about the College to the public through the news media, community partners, and other means of mass communication; implementing the College's advertising program; developing and producing College publications intended for distribution to the public; planning, promoting and publicizing special events at the College; representing the College on social media. All MDC communications are required to be in compliance with Section 508, REHABILITATION ACT Of 1973; SECTION 504, REHABILITATION ACT OF 1973; AMERICANS WITH DISABILITIES ACT (ADA) of 1990; AMERICANS WITH DISABILITIES ACT AMENDMENTS ACT (ADAAA) of 2008.

## **II. PROCEDURE**

1. **NEWS MEDIA.** The following procedure is to be observed for the dissemination of all informational material issued to the media by, for, or in name of the College.
  - A. All College news releases and/or related communications for the news media, including newspapers, radio and television stations, magazines, special interest publications, news bureaus, wires, blogs, social media, etc., are produced and distributed by the Office of Communications.
  - B. College personnel having informational material for release through any of the above agencies should contact the Office of Marketing and Communications. Information may be provided to the Office of Marketing and Communications on a special form available through that office or, if desired, a staff writer will be assigned to research and prepare the material. The Office of Marketing and Communications is headquartered at the Wolfson Campus of Miami Dade College.

- C. Requests for news releases should be submitted far enough in advance to allow adequate time for preparation and distribution to the appropriate news agency. In the case of news releases for which complete information is furnished by the originator, the material should be submitted at least two weeks in advance. For articles and/or releases which require additional fact finding or photographic services, a lead time of four weeks is desirable. All material for newspapers' Sunday art and music pages must be submitted at least two weeks in advance of the desired publication date.
  - D. Requests for photographs to accompany news releases or to illustrate magazine articles, brochures, etc. should be made through the Office of Marketing and Communications. Assignments should be made at least one week in advance.
  - E. Articles about the College written by College personnel other than Office of Communications staff members must be cleared through Office of Marketing and Communications. Editorial consultation, assistance in production, placement, and photographic services are provided as necessary.
  - F. Persons wishing to obtain news media coverage of an event, to arrange an interview or appearance on radio or television should make the request to the Office of Marketing and Communications.
  - G. If members of the media arrive on campus unannounced, MDC employees should engage with them and introduce themselves and instruct them to contact the Office of Marketing and Communications, media relations.
2. ADVERTISING. College advertising is handled as follows:
- A. College advertising (except legal advertising), including, but not limited to, print, broadcast, digital/Web and out-of-home is prepared and placed by the Office of Marketing and Communications, Marketing and Brand Strategy Department, and, in some cases, by other units in the office.
  - B. All requests for advertising must be made by, or have the written approval of, the director of the division or area responsible for funding the advertising.
  - C. The originator of the advertising request (client) should first contact the Marketing and Brand Strategy Department to work out arrangements for scheduling and preparation of material.
  - D. The division funding the advertising should be prepared to pay for the advertising through a purchase requisition.
  - E. The Marketing and Brand Strategy Department prepares most advertising for publishing and arranges for placement as per specifications.
  - F. The client is provided an opportunity to check proofs prior to publishing.
  - G. Following publishing, invoices, tear-sheets or screen captures, and analytics, if applicable, are received and checked by the Marketing and Brand Strategy Department and forwarded to the client to process as necessary and then submit to the Purchasing Department for final processing.


- H. Advertising contracts (except legal ads) are negotiated by the Marketing and Brand Strategy Department and are subject to approval by the Vice President of Marketing and Communications.
  - I. Legal Advertising is handled by the Legal Affairs Department.
3. PUBLICATIONS. The following procedure is to be observed in regard to the production of all printed material for public distribution issued by, for, or in the name of the College. This includes brochures, booklets, pamphlets, posters, flyers and all mass mailings.
- A. All printed material for public distribution (except student newspapers, yearbooks, quarterlies, etc.) is produced by, or under the supervision of, the Marketing and Brand Strategy Department.
  - B. Requests for any publication of the types listed above should be made to the Marketing and Brand Strategy Department within time frames listed on their website. A staff member will work with the originator in planning, layout, design and content.
  - C. For a publication which is to be produced on campus by the College Duplicating Service, duplicating order cards, completely filled out and signed by the director of the division originating the order, must be submitted to the campus' Duplicating Service and approved at their campus administrative level.
  - D. For a publication which is to be produced off campus, the originator should consult with the AVP, Marketing and Brand Strategy in the Marketing and Brand Strategy Department to work out arrangements for the project. A Purchase Requisition is needed for all projects that are more than \$1,000. Any projects under that amount can be paid via purchasing card.
  - E. The production of publications is executed by the Marketing and Brand Strategy Department in consultation with the client. The client is provided an opportunity to proof prior to final publication.
  - F. Following publication, brochures are delivered to the originating department, with sample copies to the Marketing and Brand Strategy Department. Distribution plans must also be submitted to the Marketing and Brand Strategy Department when print orders are ready.
  - G. Production of the College Catalog is handled by the Marketing and Brand Strategy Department working with all other areas concerned with the content and funding of this publication. A series of deadlines is established each year for receipt of material for inclusion in the book.
  - H. All departments are required to use the College's approved letterhead for College correspondence. Individually designed letterheads are not approved for production use. No change or modification may be made in the approved letterhead. All requests of this nature are denied except upon specific authorization of the College President or the Vice President of Marketing and Communications. This applies also to business cards provided by the College.

4. SPECIAL EVENTS. Assistance in planning, promoting and publicizing special events at the College is provided through the Office of Marketing and Communications. The following procedure is followed:
  - A. The department or group planning a special event provides all available advance information concerning the event to the Office of Marketing and Communications.
  - B. If assistance in planning the event is desired, a representative of the planning group contacts the Office of Marketing and Communications. A staff member is assigned to work with the group on the project.
  - C. If no assistance in actual planning is desired, the group planning the event assigns one of its members to maintain liaison with Community Relations and to provide necessary information or press releases and promotional activities.
5. PRESS CONTACT. College officials and faculty members who are contacted directly by the press or other media should abide by the following procedure:
  - A. If questions concern a matter of College policy, or information about the College not previously released to the public or information not clearly in the realm of public information, the reporter should be referred to the Office of Communications, Media Relations Division.
  - B. At any time a College official, faculty or staff member is requested to make statements to the press as a representative of or spokesman for the College, the request must be cleared through the Office of Communications. If such contact with the media occurs during a fluid or unexpected situation, the Office of Communications should be contacted immediately after.
  - C. Requests to distribute or display advertising of commercial goods, services, or activities calling attention to such goods or services on the campuses of Miami Dade College are referred to the Office of Communications. Such requests are denied except upon specific authorization of the College President or the AVP of Communications.
  - D. Requests for endorsement by faculty or staff members of commercial goods or services or for use of the name of the College or photographs of the College in advertising or promoting such goods and services are referred to the Office of Communications. Such requests are denied except upon specific authorization by the College President or the AVP of Communications.
6. SOCIAL MEDIA. The following procedure is to be followed regarding the creation, registration, and maintenance of College-related social media accounts:
  - A. New social media accounts must first be approved by the Director of Social Media and then by the requesting office's Campus President/Vice Provost or his/her designee. Requests approved by the requesting office's Campus President/Vice Provost or his/her designee should be submitted via email to the Director of Social Media for final review and approval. New accounts should gain approval from both the requesting office's Campus President/Vice Provost or his/her designee and the Director of Social Media before they are registered and created.

- B. All social media accounts that represent the College in any capacity must be registered through the College’s online form.
  - C. All active social media accounts must adhere to each platform’s terms of use, the College’s design and editorial standards, and the College’s social media guidelines. This includes featuring “Miami Dade College” or “MDC” in the account name and URL, as well as the appropriate use of any College logos. The Director of Social Media has the right to make changes to any official account for the purpose of policy and guideline compliance.
  - D. If the creation of a new social media account is approved by both the requesting office’s Campus President/Vice Provost or his/her designee and the Director of Social Media, the Director of Social Media will meet with the requesting office to share the College’s social media guidelines, provide any necessary training, and establish the account. The individual or requesting office is responsible for the daily management of the account, including creating content and answering questions.
  - E. The Director of Social Media must be made an administrator for all social media accounts representing the College. The individual managing said account will be assigned the role of editor, or equivalent, as determined by platform. Permission for additional editors and monitors, or their equivalents, must be approved by the Director of Social Media.
  - F. An annual review of the College’s social media accounts will be conducted to identify and delete inactive accounts. An account and/or its content may be subject to immediate deletion if it violates the platform’s Terms of Service or the College’s policies and procedures. Accounts may also be deleted if they are deemed no longer necessary, redundant, or otherwise in opposition to the College’s overall social media strategy.
  - G. Promotion (e.g., Facebook ads, Twitter ads), and the budgeting thereof, through the College’s social media accounts must be conducted through the Office of Communications and the Director of Social Media.
7. INTERNAL COMMUNICATIONS. The following procedure is to be observed for the dissemination of all electronic communications to Miami Dade College students, faculty and staff. This includes content for promotional emails, student and employee portals and the MDC News (Word Press site). These communications are considered promotional in nature. Communications that are transactional in nature (those that are specifically related to College operations or student affairs, etc.) must be routed through the Provost of Academic and Student Affairs.
- A. All requests for college-wide communication with students, faculty and staff must be directed to the Office of Marketing and Communications, except for customary, operational messages and communications.

- B. All communications must adhere to the College’s design and editorial standards and must be distributed through pre-approved communication platforms (ExactTarget, Portal, Word Press).
  - C. Campus-wide communications should be routed through the Office of the Campus President and/or Campus Chief Information Officer. The Campus designee will use the communication channels approved by the District Office of Marketing and Communications.
  - D. All communications liaisons must be trained in the College’s email marketing system.
  - E. The Office of Marketing and Communications reserves the right to deny requests for publicity and/or alter content to best reflect the Miami Dade College brand.
  - F. All college-wide communications to students, faculty and staff must be approved by the Office of Marketing and Communications and/or College President (or College President’s designee).
  - G. Requests for internal promotion must be provided at least 10 business days in advance of the desired date of issuance.
  - H. Requests for internal promotion should include photography or other artwork that meets established publication standards.
  - I. All events should be uploaded into a shared calendar. All event communications must be scheduled in advance and approved by the office of Marketing and Communications.
  - J. Email messages are required to be in compliance with Section 508 of the Rehabilitation Act of 1973.
8. **EXTERNAL EMAIL COMMUNICATIONS.** The following is to be observed for the creation and distribution of email communications to external audiences.
- A. All requests for external email communications must be submitted to the Office of Marketing and Communications.
  - B. The Office of Marketing and Communications will determine if and when the content of the proposed communication is appropriate for dissemination via email.
  - C. The Office of Marketing and Communications will identify the appropriate audience and distribution lists for each external email communication.
  - D. All promotional emails to external audiences may only be distributed through email software and services specified by the Office of Marketing and Communications unless otherwise approved.
  - E. All email distribution lists are to comply with CAN-SPAM standards and regulations.
  - F. Email messages are required to be in compliance with Section 508 of the Rehabilitation Act of 1973.

- G. Unless an approved workflow has already been established, all external email communications are to be reviewed by the Office of Marketing and Communications prior to distribution.
  - H. The accuracy and legality of the content provided is the responsibility of the client.
9. WEBSITES. The following procedure is to be observed in regard to the production of all Websites issued by, for, or in the name of the College.
- A. All Websites are created by, or under the supervision of, the Web Services Department.
  - B. Requests for any new Websites should be made to the Web Services Department, and must be made by, or have the written approval of, the director of the division or area responsible for the project, as well as the Campus Chief Information Officer.
  - C. All Website updates should be submitted to the Web Services Department via the update form on the department Website.
  - D. Only members of the Web Services Department will have access to publish changes to the production Web server. Access to the development server will be granted on a case by case basis.
  - E. The accuracy and legality of the content provided is the responsibility of the client.
  - F. No Websites should be created or hosted outside of the College without first consulting with the Web Services Department. Consultation must take place before any contracts or development agreements have been created.

	07/29/2024
<b>PRESIDENT</b>	<b>DATE</b>