

## PUBLIC COMMUNICATIONS

The public information function is a multi-faceted responsibility to inform the community, promote a positive image, and provide accountability to the taxpayers about the District and campuses.

## RELEASE OF INFORMATION

The Board authorizes the Chancellor to establish and implement regulations for the issuance of official statements to the media on behalf of District Services, Saddleback College, Irvine Valley College, and the Advanced Technology & Education Park. Employees are encouraged to refer media representatives to the appropriate public information office. Information related to personnel matters shall be reviewed and authorized by the Office of Human Resources. Information related to student matters shall be reviewed and authorized by the college Vice Presidents for Student Services or designee and shall be in compliance with Board Policy and Administrative Regulation 5040 – *Student Records: Compliance with Family Educational Rights and Privacy Act (FERPA)*.

## PUBLIC INFORMATION

The Chancellor is responsible for establishing regulations to review external communications, including advertising and marketing, produced for dissemination to the public and students. Those communications must be in compliance with adopted visual identity guidelines, established within District Services, Saddleback College, Irvine Valley College, and the Advanced Technology & Education Park.

### *Reference:*

*Government Code Sections 89001 and 89002*  
*Fair Political Practices Commission Regulation 18901.01*

Adopted: 12-11-06      Revised: 10-17-22  
Revised: 03-28-11  
Revised: 11-19-18