

**SOUTHWESTERN ILLINOIS COLLEGE
DISTRICT 522
BOARD POLICY MANUAL**

POLICY ISSUE Public Information and Advertising

POLICY CODE 8012

**POLICY
STATEMENT**

DATE ADOPTED October 16, 1991

DATE(S) REVIEWED May, 2009

DATE(S) AMENDED June 17, 2009

The Board of Trustees recognizes the need for a regional, cohesive and strategic-plan based marketing communication campaign to support Southwestern Illinois College (SWIC™) programs and services. The Vice President for Marketing and Institutional Advancement shall serve as the district administrator responsible for developing and/or approving (in advance) all such activities and requests, and all college advertising other than personnel recruitment advertising. College employees may not place ads in public media, including any/all print and electronic channels, which promote the college or programs and services of the college without the advanced approval of the Marketing Vice President, as may be communicated by authorized Public Information and Marketing (PIM) Office administrators.

The PIM Office shall be responsible for the development and dissemination of all public information regarding the college. The Marketing Vice President, or VP-authorized PIM administrators, shall serve as the first contact media spokesperson and information resource for SWIC™- related activities, initiating the production and supervising the distribution of news releases for print and electronic media. Complementary emergency/crisis communications protocols, including e-Alert text messaging, are addressed in the SWIC™ Emergency Operations Procedures manual.

Central to the PIM Office oversight function of all public information, advertising and marketing communication initiatives is the strict supervision of the SWIC™ brand and its logo(s), a trademark protection requirement, by systematically ensuring its proper use. To meet the regional and institutional strategic marketing communications charge, the SWIC™ brand logo is required-use for most institutional print and electronic promotional materials. As a result, those materials must be reviewed and approved in advance by the PIM Office. The same advance oversight rule applies to any proposed use of non-SWIC™ logos, symbols, brand names, implied affiliations, and SWIC™ or outside-licensed images/photos.