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Appendix
Section 1 – Introduction
The Communications Manual is designed to help coordinate messages for publications and other communications from the California Community Colleges Chancellor’s Office. These standards apply to all Chancellor’s Office communications and other representations to the public. All employees who publish Chancellor’s Office-related communications, both to an internal and external audience, need to follow the standards set forth in the manual.

The manual may be viewed on the Communications Division page at http://californiacommunitycolleges.cccco.edu/ChancellorsOffice/ReportsandResources.aspx.

Section 2 – Communications Division Services
The Communications Division develops public awareness campaigns to highlight Chancellor’s Office initiatives. The Communications Division responds to inquiries from reporters, produces press releases, media advisories, media statements, speeches, social media posts, and designs brochures and other marketing materials.

If your division would like to highlight a particular project or other event it is working on, submit a Work Order Request form to the communications director detailing how you would like to proceed. (A Work Order Request form can be found at http://intranet.cccco.edu/Divisions/Communications.aspx or in the appendix of this document.) Note that certain projects, if large in scope, may require the submission to the communications director of a Creative Brief form. The communications director will notify you if a project requires a creative brief. (A Creative Brief form can be found at http://intranet.cccco.edu/Divisions/Communications.aspx or in the appendix of this document.)

The Communications Division has numerous tools at its disposal in which to highlight Chancellor’s Office projects, initiatives, reports and other events. These include:

- **Press releases:** A press release is an announcement of a newsworthy event related to the California Community Colleges that is distributed to media outlets. No commercial advertising, political or religious information can be used in the release. Press releases are prepared by the Communications Division and approved by the communications director in advance of distribution to designated media. Division staff will be asked to review a press release before final distribution in order to ensure accuracy.

- **Media statements:** A statement on an event or issue of concern to the California Community Colleges, from a high-ranking Chancellor’s Office official, usually the chancellor, that is distributed to the media.
• **Media advisories:** An advisory is a written communication sent by the Communications Division to the media alerting them of a Chancellor’s Office event scheduled to occur in the near future.

• **Proclamations:** A proclamation generally commemorates distinguished individuals, programs or organizations. They can be written on behalf of the chancellor or the Board of Governors.

• **Brochures/flyers:** Brochures and flyers highlight interesting facts about the California Community Colleges and its initiatives and/or projects. They are professionally produced and printed and are typically a few pages long. Electronic brochures can also be created. To view a sample of an electronic brochure produced by the Communications Division, go to:

• **Social media:** The Communications Division uses Facebook, Twitter and other social media sites to promote Chancellor’s Office projects or programs. For more about Chancellor’s Office social media services, see Section 8 – Social Media.

• **Websites or pages:** The Communications Division oversees content on the Chancellor’s Office website and other affiliated websites to communicate to the public and other groups. For more about Chancellor’s Office websites or pages, see Section 7 – Website Development.

• **Press conferences:** A press conference is a media event in which the chancellor or other senior member of the Chancellor’s Office invites journalists to hear them speak and ask questions on a topic.

• **Op-eds:** Op-eds are published in newspapers, magazines and other similar mediums to express the opinions of the author. They are often written to discuss policy or highlight an initiative or a project.

• **Interviews with reporters:** The Communications Division facilitates reporters’ interview requests. More information on this subject can be found in Section 9 – Public and Media Relations Guidelines.

• **Letters:** The Communications Division can help you write or edit letters to the college system or other organizations to communicate initiatives.
• **Videos:** The Communications Division regularly produces videos for the Chancellor’s Office highlighting initiatives or other projects, which can then be posted to our website or affiliated sites. Various divisions also occasionally produce videos to showcase programs. These are subject to the same standards as any other publication produced to promote the California Community Colleges and must be reviewed by the Communications Division before they are distributed. The Communications Division also offers referrals to videographers. Please submit all scripts or message points to the communications director if you need help developing a script, before production, along with a Work Order Request form. Allow two weeks for the editing/approval process. While each video may require a distinct image, the California Community Colleges logo must be displayed at minimum at the beginning and end of the piece along with language indicating the video is a product of/or sponsored by the Chancellor’s Office. If you are producing a video, please be sure to secure a release from any subjects in your video. (A Chancellor’s Office publicity and photo/video release form can be found at http://californiacommunitycolleges.cccco.edu/Portals/0/DocDownloads/CA_CommunityColleges_Photo-Video-Release-Form-4-29-14.pdf or in the appendix of this manual.) Please retain the release form for your records.

**Section 3 – Logo**

The official California Community Colleges seal/logo and the system name must appear on the front and back cover of every Chancellor’s Office publication. Only the approved versions of the official seal/logo found below may be used:

![Seal Logos](californiacommunitycolleges.cccco.edu/Portals/0/DocDownloads/CA_CommunityColleges_Photo-Video-Release-Form-4-29-14.pdf)

**Where to Get a Seal/Logo**

The electronic files of the seal/logo are available at: http://californiacommunitycolleges.cccco.edu/Newsroom/SystemLogos.aspx

The seal/logos located at the URL above have been provided only for use by official Chancellor’s Office programs and projects. Please only obtain the seal/logo from the URL above.
Seal/Logo Usage Guidelines and Recommendations

- The logos, graphics and photos that appear on the Chancellor’s Office official website (other than those found at the URL above) are sized specifically for the Web page they appear in and are low-resolution files. These files are typically in a JPG or GIF format and should not be copied and used for printed projects. If a high-resolution version of the logo is needed for a print project, please click on the link above.

- Four file formats are available for download. Here is some information on the file formats:
  - For Web design:
    - JPG, a low-resolution file, is for Web use and has a white background.
    - GIF, a low-resolution file, is for Web use and has a transparent background, to be used over colored backgrounds or images.
  - For print:
    - TIF, a high-resolution file, is for print use and has a white background. If you are scaling an image from a TIF file, you'll get best results by doing it in factors of two (half, quarter, etc.).
    - EPS, a high-resolution file, is for print use and has a transparent background, to be used over colored backgrounds or images.

- Do not use alternate typefaces or change the configuration of any elements that comprise the logo. The seal/logo may not be changed or adapted in any way for any purpose.

- The standard logo colors are
  - PMS 295 (BLUE), C100/M91/Y31/K20
  - PMS 143 (GOLD), C2/M32/Y98/K0

- The seal/logo may be reproduced in white against any solid or screened color background. No text or illustrations should merge with the seal/logo.

- White space is the area designated around the seal/logo into which no words or images may intrude. It is important to provide ample white space around the logo to protect its integrity and maximize its visibility.

- Most commonly used programs, such as Microsoft Word and PowerPoint, require that you simply "place" or "insert" a graphic into a document.

- Unless you have image-editing software (e.g., Illustrator, Photoshop) on your computer, you won't be able to properly edit the file dimensions.

Special Applications

The seal/logo may be embossed, foil-stamped, engraved, etched, cast in metal, or carved in stone or wood. When possible, the official colors should be used, except when dictated by the application (e.g., etched glass, metal, or stone or wood grain).

Other Logos
All logos for Chancellor’s Office divisions and programs must be approved by the Communications Division. Please note that the Chancellor’s Office is what we represent in all materials - not specific divisions, departments or programs. When using another logo, the California Community Colleges seal/logo must also be used. No logo should be larger than the California Community Colleges seal/logo when presented together on a publication.

**Office Seal**

The seal may be used on a podium for all Chancellor’s Office functions as designated by the chancellor, vice chancellor for communications or communications director. Please contact the communications director for more information.

**Section 4 – Names**

It is important to use the correct name when referring to the Chancellor’s Office or the California Community Colleges.

The following are appropriate uses of these names:

- California Community Colleges Chancellor’s Office or Chancellor’s Office: Use when referring to the systemwide office.
- California Community Colleges: Use when referring to the institution as a single entity, i.e., the system comprising the 112 community colleges, 72 districts and the Chancellor’s Office. Note that “California Community Colleges” is singular, not plural.

REMINDER: “California Community College System” is not the official name of the institution. It is, however, acceptable to refer to the institution as the “community college system” or “system.”

Only officials of the Chancellor’s Office may use the name and/or system seal/logo for any purpose including informational, advertising, marketing and promotional items. Any individual or groups not associated with or working with the Chancellor’s Office must have prior written permission from the communications director to use any part of the office name and/or system seal/logo. Unauthorized use, whether or not such intended use is related to commercial or non-profit activities, is explicitly prohibited.
Section 5 – Publications

Chancellor’s Office staff produces a variety of publications throughout the year, such as reports to the governor or Legislature, PowerPoint presentations and the like. The following elements are required for all Chancellor’s Office publications:

- **Official logo:** Other logos may also be displayed, but no logo should be larger than the California Community Colleges seal/logo when presented together on a publication.

- **Web address:** For simplification of identity purposes, the Chancellor’s Office Web address is [www.californiacommunitycolleges.cccco.edu](http://www.californiacommunitycolleges.cccco.edu). This Web address must be used on all publications and promotional material for the office.


Guidelines on Reports to the Legislature, Governor or Other Organization

In order to maintain quality, cost and content standards in Chancellor’s Office reports to the governor or Legislature, all reports (including mandated, non-mandated and reprints of existing reports) must be submitted, along with a Work Order Request form, to the communications director for approval before publication. (The Work Order Request form can be found at [http://intranet.cccco.edu/Divisions/Communications.aspx](http://intranet.cccco.edu/Divisions/Communications.aspx) or in the appendix of this document.)

The following will be reviewed:

- Content
- Spelling
- Grammar
- Syntax
- Compliance with state and federal laws
- Images/photography
- Correct use of logo and other branding considerations

Procedures for Approval

All reports to the governor or Legislature should be submitted to the communications director for approval, along with a Communications Division Work Order Request form detailing what the Communications Division is being asked to do (e.g., approve the document for publication, copyedit, add graphics, etc.).
All publications must be submitted for review/approval as an MS Word document before the
design process begins, this allows time to proof the copy before it is imported into a page layout
or design program.

Many reports can be greatly improved with graphics and descriptive covers, a service provided
by the Communications Division on request. Here are some guidelines on photography in
publications:

- Use official Chancellor’s Office photography (contact the communications
director to discuss how to access images in the Communications Division photo
bank).
- If you are going to take photographs for inclusion in your publication, be sure to
secure a photo release from your subjects. (The Chancellor’s Office photo release
form can be found at http://californiacommunitycolleges.cccco.edu/Portals/0/DocDownloads/CA_Community_Colleges_Photo-Video-Release-Form-4-29-14.pdf or in the appendix of
this document.) Please keep a copy of the release for your records.
- Use clip art sparingly, and customize when possible.
- Do not download any copyright protected images from the Web or purchase rights
to use stock photography. If you feel you need a stock photograph, the
Communications Division will work with you to secure the photo and manage the
associated rights. For a discussion on using material from the Internet, see
Section 7 – Website Development, Usage of Material Gathered from the Internet.

For the sake of simplicity, each division chief should designate one person to be responsible for
proofreading submitted reports before they reach the Communications Division for final
approval.

Once the Communications Division has reviewed and edited the publication, the division
requesting approval will be asked to approve or deny edits made by Communications Division
staff. After the requesting division has approved any edits Communications Division staff have
made to the document, it will be sent to the deputy chancellor and vice chancellor for
communications for final approval for publication.

Most reports to the Legislature or governor require a letter to be drafted for inclusion in the
report. Division staff can generate a letter, though the Communications Division may also
produce one upon request.

**Timeline for Completion of a Request to Approve a Report**

Depending on the complexity of the project and whether it is a revision or a new report that
requires copyediting, photography and designing, the time needed for completion may vary:
• The writing and/or editing of copy generally takes one to two weeks.
• Photography requests generally need to be set up at least one week in advance.
• The design process, including layout, revisions and the construction of the final project may take one to four weeks (depending on complexity).

English to Spanish Translations for Reports

For translated material to be effective with a Spanish-speaking audience, the English-language document must follow the same principles of good writing used in developing any promotional material.

For translation services, please use the following process:

1. The Chancellor’s Office division writing the document prepares the English-language text in accordance with the communications manual.

2. Once an English-language document is approved by the Communications Division, it may be forwarded to a Spanish-language editor. The Communications Division can arrange for the document to be translated, if requested. The costs for translations will be charged to the division’s cost center or grant/contract.

3. When the translation is returned to and approved by the division, it is then submitted to the Communications Division to be reviewed and approved, as with all other communications.

Guidelines on Creating PowerPoint Presentations

It is not necessary to submit PowerPoint presentations to the Communications Division for review. However, there is a standard Chancellor’s Office template for PowerPoint presentations that should be used. It can be found here:

http://californiacommunitycolleges.cccco.edu/Portals/0/Reports/CCCCO_Template_PPO.pptx

Section 6 – Photography

The Communications Division provides photographic services for promotional and marketing purposes. The division can also produce official staff portraits, and team or group photos, which are scheduled by appointment only. Please submit a Work Order Request form to the communications director to initiate photographic services. (The form may be found at http://intranet.cccco.edu/Divisions/Communications.aspx or in the appendix of this manual.)

The division’s first priority for photographic opportunities include: major Chancellor’s Office events, such as award ceremonies, press conferences, etc.; and opportunities for promotional photos.
The images taken may be used (with photo credited to the “California Community Colleges” if appropriate) in advertisements or other presentation materials. They may also be used by the media with the permission of the Communications Division and must include the appropriate photo credit. Please note that a photo release form must be secured from any individual appearing in a photograph that will be used for a Chancellor’s Office production. (A photo release form may be found at http://californiacommunitycolleges.cccco.edu/Portals/0/DocDownloads/CA_Community_Colleges_Photo-Video-Release-Form-4-29-14.pdf or in the appendix of this document.) Please retain the release form for your records.

Official photographs, taken by the office’s photographer (or representative), may only be used for purposes relating to the California Community Colleges and its work.

The Communications Division also has an extensive library of photographs submitted from the community colleges that may be used for publications and other documents upon request. These too must be approved by the appropriate college for use on a case-by-case basis and credited with the information provided by the college.

Please note that submission of a photography service request does not guarantee a photographer will be available. After your request is received and reviewed, the communications director will respond within two business days to your email request to discuss options and determine what is feasible given the project needs, timeline and budget.

Please give at least 24-hours’ notice if your event is cancelled or postponed. If a photographer is being hired for an event and 24-hours’ notice is not given, your division may be charged the photographer’s fee depending on the contractual agreement.

Section 7 – Website Development
The Communications Division oversees the Chancellor’s Office Web presence. This section describes the Web development process and outlines divisional responsibilities.

Websites

The Chancellor’s Office’s official website is located at http://californiacommunitycolleges.cccco.edu/.

The website is published by the Communications Division. The division is responsible for the overall design and content of the website. In addition, a number of websites are operated by grantees of the Chancellor’s Office. These websites, while not directly maintained by Communications Division staff, must adhere to specific design and branding requirements, as outlined below under Chancellor’s Office Web Page Design Guidelines.
Our goal for the websites is to maintain the system’s presence in the community to keep the public informed; to attract new students; and to provide current and prospective students with the services needed to begin their college career. The websites are also a resource for the community, college faculty, staff and administrators, elected and business leaders, other state agencies, supporters, and donors and alumni, and should demonstrate high-tech capabilities and academic excellence, while taking care to accommodate users with older equipment and persons with disabilities.

Requests for a presence on any of the websites must be submitted to the communications director and are subject to approval by the Communications Division. Use a Work Order Request form to submit a request. (Work Order Request forms may be found at http://intranet.ccco.edu/Divisions/Communications.aspx or in the appendix of this document.) Upon submitting a request the division must determine who within it will be responsible for maintaining the website once it is created, and making sure s/he is trained to publish and edit website content. The Communications Division can arrange Web training for your staff. (See the Web Development Training subsection below for more.)

**Responsibilities of the Web Developer, Communications Division and other Chancellor’s Office Divisions for Managing Websites**

**Communications Division**

The Communications Division has the ultimate responsibility and authority regarding the appropriateness of all content on Chancellor’s Office websites and sponsored sites. The Communications Division is charged with ensuring that the integrity of the Chancellor’s Office image and brand identity are preserved throughout the websites and holds responsibility for review relative to legal requirements such as accessibility to people with disabilities, usability and copyright laws.

**Web Developer**

The web developer, a member of the Communications Division, manages the content, implementation, maintenance, improvement and support of the Chancellor’s Office official website. The web developer is responsible for the day-to-day maintenance and operation of the website and assures that all Web pages comply with appropriate policies, guidelines and standards. The web developer also coordinates Web functions, monitors Web activities, incorporates new technologies into the websites, and enhances existing Web pages. The web developer periodically reviews the websites to ensure they are up to date and takes action when they are not. The web developer also coordinates training for employees responsible for publishing Web content.

**Other Chancellor’s Office Divisions**
The individual divisions, whose programs and services are represented on the Chancellor’s Office official website, or at sponsored sites in some cases, have the ultimate responsibility for the accuracy of information specific to that division. When working on existing pages, please keep in mind that your division vice chancellor or dean must approve all content prior to making any final changes.

**Chancellor’s Office Web Page Design Guidelines**

Official Web pages and affiliated sites are considered Chancellor’s Office-sponsored communications. Therefore, it is important that official Web pages appropriately represent the office’s mission and commitment to excellence.

The look of the Chancellor’s Office website is deliberately designed to match Chancellor’s Office branding efforts.

All Chancellor’s Office Web pages and affiliated websites must adhere to the standards as outlined here. Any third-party contracted to design Chancellor’s Office Web pages or sites must be approved by the Communications Division and comply with these policies.

Here are some guidelines for all Chancellor’s Office websites or other sites developed for the California Community Colleges but external to the Chancellor’s Office official website (e.g., www.icanaffordcollege.com or www.toolsthatinspire.com):

- The Chancellor’s Office logo must appear on all websites external to the Chancellor’s Office official website but affiliated with the Chancellor’s Office (e.g., www.toolsthatinspire.com or www.icanaffordcollege.com). In addition, if the site is external to the Chancellor’s Office official site, language must be included stating that the website is “Sponsored by the California Community Colleges Chancellor’s Office.”
- All Chancellor’s Office Web pages and affiliated websites should utilize basic Google Analytics. Google Analytics is a free service that provides comprehensive statistics regarding website visitor traffic. Data available through this service consists of site visits, page views, average time on site, pages per visit and percentage of new visits. Google Analytics can also track referral traffic including search engine, direct visits and website referrals. To use Google Analytics for your Web page, please contact the web developer. You will need a Google email account for the web developer to register your site with Google Analytics.
- External sites must have contact information published.
- All Web pages on the Chancellor’s Office official website must use the approved templates, as shown below (not to scale):
Three columns, left navigation/middle main content/right ads page (second-level page default)

One column page
Web Development Training

Staff must have proper training in order to manage content on a Chancellor’s Office Web page, affiliated or otherwise. The Communications Division can arrange for your staff to be trained on website management. Please contact the web developer to arrange training.

In addition, please note all websites must be compliant with Section 508 of the Workforce Rehabilitation Act. This is known colloquially as “508 compliance.” This law requires
electronic and information technology systems ran by a government agency to be accessible to people with disabilities. To receive training on how to make a Web page accessible, contact the web developer.

**Usage of Material Gathered from the Internet**

Note that the Internet is not a public domain. There are both copyrighted and uncopyrighted materials online. Always assume a work online is copyrighted.

Always credit the source of your information. If you do not see an individual named as the author, do not forget that the author may in fact be the organization responsible for the website. Credit the organization.

Find out if the author or owner of a work (e.g., text, video, audio, graphic, etc.) provides information on how to use the material. If the author/owner provides explicit guidelines, follow them.

Whenever feasible, ask the copyright holder for permission. If no copyright holder is specifically named, do not assume that the material is in the public domain. Assume that the copyright holder is the author, whether it is an individual or an organization. Keep a copy of your request for permission and the permission received.

**Section 8 – Social Media**

The fastest-growing segment on the Chancellor’s Office long list of online resources is social media. The office’s social marketing program includes Facebook, Twitter, Instagram and YouTube. Social media provides an immediate and two-way form of communication to an audience and offers a venue for communication with current students, alumni, board members, policymakers, news outlets, California community college staff, faculty and administrators, and college supporters.

The Chancellor’s Office has extremely successful California Community Colleges social media accounts. Our accounts are promoted on press releases and other communications.

Here are links to Chancellor’s Office social media sites and social media sites sponsored by the Chancellor’s Office:

Facebook

[www.facebook.com/CACommColleges](http://www.facebook.com/CACommColleges)

[www.facebook.com/icanaffordcollege](http://www.facebook.com/icanaffordcollege)
Twitter

www.twitter.com/CalCommColleges
www.twitter.com/DrBriceWHarris
www.twitter.com/WorkforceVan
www.twitter.com/ICANAFRDCOLLEGE

YouTube

www.youtube.com/CACommunityColleges
www.youtube.com/user/ICANAFFORDCOLLEGE

Instagram

www.instagram.com/CaliforniaCommunityColleges
www.instagram.com/icanaffordcollege

Social Media for a Specific Division/Program

Participation in Chancellor’s Office social media is strongly encouraged. With thousands of followers, the office’s social media outlets receive a high level of daily interaction, reaching a large percentage of students, employees, community members, reporters and policymakers. Please feel free to submit proposed social media posts to the communications director if you have an event, policy, program or message that your division wants to highlight. (A Work Order Request form is NOT needed to submit proposed social media posts.)

Requests to develop a separate social media account for a division or program must first be presented to the communications director for review. The process begins with completing a Work Order Request form (found at http://intranet.cccco.edu/Divisions/Communications.aspx or in the appendix of this document) and submitting it to the communications director. If approved, all content posted to separate social media accounts must be approved by the vice chancellor overseeing the program or division.

Section 9 – Public and Media Relations Guidelines

Staff, through their supervisors, should consult with the communications director or the vice chancellor for communications on matters they are handling that may attract media attention. If you are contacted by a member of the media refer them to the communications director or vice chancellor for communications, who will work to accommodate the request.
- **Official spokespersons:** The chancellor, vice chancellor for communications or communications director. Other vice chancellors or subject experts on staff may be requested by the communications director or vice chancellor for communications to speak on the record to the media in certain circumstances. Members of the Board of Governors are encouraged to speak with the communications director or vice chancellor for communications before speaking to the media. Generally the board president will comment on behalf of the Board of Governors.

- **Media inquiries:** Staff should refer media inquiries to the Communications Division. If the Communications Division has already provided information on a topic, further information requested by the media and others should come from the Communications Division. Staff members should inform the Communications Division of any media inquiries in order to ensure that the Chancellor’s Office is aware of any developing issues or stories. From time to time, the communications director may request information from Chancellor’s Office divisions regarding a story. Please respond in a timely manner as reporters work on tight deadlines (usually two to three hours) before a story goes to print.

*Addressing Groups that Arrive at the Chancellor’s Office Building*

Only the highest-level Chancellor’s Office management employees may address groups that show up to the building requesting to talk to the chancellor or other Chancellor’s Office officials. The vice chancellor for communications or communications director will be expected to greet the group.

*Protocol for Introductions and Speeches*

The Chancellor’s Office hosts numerous events throughout the year. The following is the order in which individuals are to be introduced:

- President of the Board of Governors
- Vice president of the Board of Governors
- Member of the Board of Governors
- California Community Colleges chancellor
- California governor
- U.S. senator
- U.S. House representative
- California state senator
- California state assembly member
- County board supervisor
- City mayor
- City council member
- District chancellor/president
- College chancellor/president
- College vice president/chancellor
- K-12 school board member
- K-12 superintendent
- Staff member representing an elected official

**Section 10 – Correspondence**

All official Chancellor’s Office correspondence should adhere to the following guidelines in order to uphold the image and integrity of the office in its communications.

**Letterhead**

There is one approved style for Chancellor’s Office letterhead, which may be obtained at [http://californiacommunitycolleges.cccco.edu/Portals/0/Reports/CCCCOLetterhead.docx](http://californiacommunitycolleges.cccco.edu/Portals/0/Reports/CCCCOLetterhead.docx) or by contacting your supervisor.

The official Chancellor’s Office letterhead contains the following elements:

- Incumbent chancellor’s name on upper-right hand corner
- Official seal/logo
- The name “California Community Colleges Chancellor’s Office”
- Chancellor’s Office address

Please note the Communications Division can help create new letterhead for specific campaigns or programs. Please submit a Work Order Request Form to the communications director to start the process. (Work Order Request forms can be found at [http://intranet.cccco.edu/Divisions/Communications.aspx](http://intranet.cccco.edu/Divisions/Communications.aspx) or in the appendix of this document.)

**Memoranda**

Official memoranda sent within the Chancellor’s Office or externally are to be typed on standard Chancellor’s Office letterhead.

Letters prepared on behalf of the chancellor should also be typed on standard Chancellor’s Office letterhead. The chancellor will personally review and sign the document. Under no circumstances may the chancellor’s signature be entered into a document electronically unless explicitly authorized by the chancellor. All letters that require the chancellor’s signature should be submitted to the communications director or the chancellor’s assistant.

**Internet/Email**


Please remember that Chancellor’s Office Internet and email systems are intended for business purposes and are available to help us work efficiently. While the occasional personal email or Web visit is acceptable, such activities must not impede job performance or interrupt work-related duties. Please ensure that all email communications are professional and courteous.

**Email Signature**

In our efforts to enhance communications both internally and externally, it is important to use an automatic signature for each email. Using an automatic email signature block will help readers understand who you are and what you are representing – showing that the Chancellor’s Office stands behind the information and the services provided in these communications.

Each email signature block must include your name, title, California Community Colleges Chancellor’s Office, division, phone, fax, email, and [www.californiacommunitycolleges.cccco.edu](http://www.californiacommunitycolleges.cccco.edu).

You may also embed the icons below in your email signature line to help promote the California Community Colleges’ social media sites to your email recipients. Recipients will see the following icons in your signature line and be able to click on them to be taken to a Chancellor’s Office social media site.

Facebook

![Facebook](https://example.com/facebook.png)

Twitter

![Twitter](https://example.com/twitter.png)

Instagram

![Instagram](https://example.com/instagram.png)

YouTube

![YouTube](https://example.com/youtube.png)

Here’s how to embed the icons into your email signature:

1. Click “New E-mail” in MS Outlook.
2. Click “Signature.”
3. Click “Signatures.”
4. A new window will open with your signature displayed at the bottom.
5. Go to http://californiacommunitycolleges.cccco.edu/ChancellorsOffice/ReportsandResources.aspx and scroll to the bottom on the page to the section “Other Resources.” Click on “Chancellor’s Office social media icons” to open an MS Word document containing the social media icons. Click “Open” to open the document and copy and paste the icon(s) in the MS Word document to your email signature. Note: If the Word document opens and a yellow box appears at the top, please click “Enable Editing,” then copy the icons.

6. After you have pasted the icon(s) into your signature line, click “OK.”

**Out of Office Email Reply**

When you will be out of the office for an extended period of time, please create an email out-of-office response.

**Envelopes**

All official mail should be sent using Chancellor’s Office envelopes. No variations of the Chancellor’s Office envelope format may be used at any time. Please contact your supervisor for official Chancellor’s Office envelopes.

**Business Cards**

There is one approved style for business cards. No variations of the business card format may be used at any time. You may not produce business cards on your computer. Please contact your supervisor for business cards.

**Letters of Recommendation**

**Personal Letters of Recommendation**

Employees are prohibited from using their title, Chancellor’s Office letterhead or the name of the Chancellor’s Office when providing personal letters of recommendation for a person who has no relationship with the Chancellor’s Office. Use of the Chancellor’s Office name or letterhead or the writer’s title implies there is a relationship between the Chancellor’s Office and the person for whom the letter is being written and that the writer’s position is supported by the Chancellor’s Office. Employees may write personal letters of recommendation in their private capacity where there is no reference to the Chancellor’s Office or their employment.

**Work-Related Letters of Recommendation**

Chancellor’s Office letterhead and resources may be used in making a recommendation for a person who has a business relationship with the Chancellor’s Office, when the writer personally knows the person in a professional context, and provided there is no agreement for reciprocal benefit to the writer. In order to prevent any adverse reflection on the writer or the Chancellor’s
Office should the subject of the recommendation not meet expectations, letters of reference should be based on personal knowledge of the ability or character of the person. Proposed work-related letters of recommendation must be approved by the writer's immediate supervisor who will retain a copy for future reference. Any letter of recommendation that may reasonably be considered to be controversial or sensitive shall be reviewed and approved by the division head prior to dissemination.
Section 11 – Contact Info

Paul Feist
vice chancellor for communications
pfeist@cccco.edu

Paige Marlatt Dorr
communications director
pdorr@cccco.edu

Robert Ferguson
web developer
rferguson@cccco.edu

Abram Arredondo
staff writer
aarredondo@cccco.edu

Gary Alexander
executive assistant
galexander@cccco.edu
Appendix
### OFFICE OF COMMUNICATIONS
### PROJECT WORK REQUEST FORM

This Office of Communication Project Request Form must be completed prior to the start of any work. Please provide as much lead time as possible for your request to accommodate print design, web design, multimedia production, printing, delivery and mailing as necessary. Upon receipt of the work request, a project manager will contact you to review the parameters of your project. Projects will be accepted based on organizational priorities and existing workload. Delivery Due Date will allow us to create a timeline for your project, but it cannot be guaranteed until review of this work request has been completed. Please note that project timelines can vary from a few weeks to several months based on project deliverables and existing workload.

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<th>Requestor</th>
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<tr>
<td>Division</td>
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<td>Project Name</td>
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<td>Date</td>
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<td>Description and goal of project</td>
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<td>Target Audience</td>
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<td>Project Type</td>
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<td>New request</td>
<td>Update existing project</td>
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<td>Edit, design &amp; publish legislatively mandated reports</td>
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<td>Deliverables</td>
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<td>Print design</td>
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<td>Web Design</td>
<td>Event support</td>
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<td>Other</td>
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<td>Est. Due Date</td>
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<td>Est. budget and funding source (if known)</td>
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<td>Print Quantity</td>
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After form is completed, save the form as a PDF and forward saved form to:
Paige Marlatt Dorr (pdorr@cccco.edu) or Paul Feist (pfiest@cccco.edu)
OFFICE OF COMMUNICATIONS
PROJECT CREATIVE BRIEF FORM
This form is to be prepared by division staff upon request by the communications director.

Completed By

Division Name

Project Name

Date Submitted

E-Mail

Phone

Brief Project Description

Project Goal

Type(s) of Creative Needed

What do you want to say?
(The single most important piece of information in 15 words or less)

Audience
(What do you need to communicate)

Reasons to believe us?
(List of reasons in order of importance)

Call to Action
(What do we want the audience to do? i.e. Call a phone number, visit a website - list where you want to drive the target audience)

Mandatories
(What must be included? i.e. logos, legal copy, images, specific sizes for creative, color vs. black & white)

Desired Due Dates

Internal Review

Outside Review

Final/Finished Artwork
Primary Internal Contacts

(name, division, email address, phone)

Primary External Contacts

(if working with parties outside of Chancellor’s Office)

Budget and/or Funding Available?

Please indicate if funds are available and, if so, what is your total budget and where will the funding come from?

Misc. Comments & Other Information

Once you’ve completed this form, save a PDF copy and email to: Paige Marlatt Dorr (pdorr@cccco.edu)
PUBLICITY AND PHOTO/VIDEO RELEASE FORM

I hereby grant to the California Community Colleges Chancellor’s Office the absolute and irrevocable right and unrestricted permission to use my name, likeness, image, voice, and/or appearance as such may be embodied in any photos, video recordings, audiotapes, digital images, and the like, taken or made on behalf of the Chancellor’s Office or its partners. I agree that the Chancellor’s Office has complete ownership of such material and can use said material for any purpose consistent with the Chancellor’s Office mission. These uses include, but are not limited to, videos, publications, advertisements, news releases, websites, and any promotional or educational materials in any medium. I acknowledge that I will not receive any compensation for the use of such images, video, likeness, etc.

I hereby release and discharge the Chancellor’s Office, and its agents, representatives and assignees from any and all claims and demands arising out of or in connection with the use of my name, likeness, image, voice and/or appearance, including any and all claims for invasion of privacy, right of publicity, misappropriation or misuse of image, and/or defamation.

I represent that I am over the age of eighteen (18) years and that I have read the foregoing and fully understand its contents.* This release shall be binding upon me, my heirs, legal representatives, and assigns.

This agreement is being made and entered into under the laws of the State of California and shall be governed and interpreted in accordance with the laws of said state. This agreement embodies the entire agreement of the parties (subject and photographer). No modification of this agreement shall be of any effect unless it is made in writing and signed by all of the parties to the agreement.

Name (printed): ____________________________________________________________

Age: _______________ Date: _________________________________________________

Signature: ______________________________________________________________

Phone Number: __________________________________________________________

E-mail Address: __________________________________________________________

Project Name & Location: _________________________________________________

Project Date: ____________________________________________________________

* If the person signing is under the age of 18, consent from a parent or guardian is needed.

I hereby certify that I am the parent or legal guardian of, named above, and do hereby give my consent without reservation to the foregoing on behalf of this individual.

Parent/Guardian’s Printed Name: ____________________________________________

Parent/Guardian’s Signature: Date: ____________________________________________