



Blue Mountain Community College

Administrative Procedure

Procedure Title: Dissemination of College Information
Procedure Number: 02-2003-0002
Board Policy Reference: IV.A.6

Accountable Administrator: Director of Student Recruitment and Marketing
Position responsible for updating: Director of Student Recruitment and Marketing
Original Date: August 2000
Date Approved by Cabinet: 9-10-13
Authorizing Signature: *Signed original on file*
Dated: 9-10-13
Date Posted on Web: 9-10-13
Revised: 04-14
Reviewed: 04-14

Purpose/Principle/Definitions:

This procedure was established to allow for open and effective communication while maintaining a positive college image. The following guidelines, limitations and procedures apply to institutional and public posting of information to be viewed by BMCC students, staff or the general public. All information submitted for posting will include department and individual contact information, logo, college website address, and EEO statement. Materials may not restrict participation on the basis of gender, race, color, national origin, religion, or disability. Information displayed shall not contain any word or words, illustrations, photographs, or symbols that are obscene or libelous.

This procedure discontinues any previously allowed practices of posing on interior walls (solid), solid or glass doors, or painted surfaces.

Communication options available for dissemination of information:

- Bulletin Boards
- Web Calendar
- Reader Board
- Website
- Staff (Global) Email
- Student Email
- Temporary Signage on College Property
- BMCC Social Networking Sites
- Hallway Television Monitors
- News/Press Release
- News Media (Radio, Television, Newspapers)
- U.S.P.S.
- Student Newsletter

Guidelines for Posting on Bulletin Boards:

There are 22 bulletin boards available on the BMCC Pendleton campus and posting areas at every BMCC center. All postings should occur on bulletin boards or soft walls, like those lining Pioneer Hall adjacent to the library. No postings on interior walls (solid), solid or glass doors, or painted surfaces. No postings outside on building walls (outside doors have plastic poster holders for information), or on car windshields. BMCC will comply with the local "nuisance laws" by prohibiting the distribution of handbills and other materials on the windshields of cars or other vehicles parked on college property.

The individual, department or organization sponsoring the announcement will be clearly identified within the poster with a contact name and/or phone number.

All groups are strongly encouraged to remove their own materials in a timely fashion.

New postings will not cover any portion of an already mounted poster.

No more than one copy of a poster may be posted in the same designated posting area.

Departmental bulletin boards will be designated with the title of the department centered on the top of the board. Bulletin boards or soft walls without department names are open for public postings.

Items that do not include a specific activity date will be displayed no longer than one term. Removal dates of such items will be based on the document's date stamp.

Faculty may post emergency class information as needed.

Procedure for Posting on Bulletin Boards:

Posters for display on public bulletin boards will be submitted to staff in the Office of Instruction (P-102) or in the center office prior to distribution for review and stamping. It is highly recommended to have posters reviewed for accuracy and stamped prior to printing to avoid delays in posting. Items posted on public bulletin boards will have an approved date stamp. The stamp is available on the BMCC Pendleton campus in the Office of Instruction (Pioneer Hall, P-102) or at the reception area at the BMCC centers.

Students and departments are responsible for posting their own items once they are stamped and they are responsible for removing them once the event is completed.

A representative of the Marketing Department will remove posters without an approved date stamp, those posted in unapproved locations, those which contain errors, those which are deemed inappropriate for public posting, or those which are outdated. No notice will be given prior to removal of posted items.

Concerns expressed about items posted on public bulletin boards may be forwarded to the Marketing Department by calling 278-5936, or, emailing alivingston@bluecc.edu, or communicated to an associate vice president.

If an issue arises because the Director of Student Recruitment and Marketing or an associate vice president deems content of a poster as inappropriate for public posting, they will forward the item to the president for his/her recommendation.

Posters and informational items that are of a departmental nature and are on display within a designated departmental bulletin board or soft-wall are the responsibility of the specified department or associated administrator. Departments should receive approval from the Facilities and Grounds Committee before constructing a bulletin board.

Procedure for Posting Events on the Web Calendar:

On the Pendleton campus, when a room is reserved for a special event the Program Assistant Institutional Operations (Jan Keough, jkeough@bluecc.edu) will post the event on the web calendar. Authorized staff in the athletic department, the academic departments, and BMCC centers can also post events on the web calendar. Only events sponsored by the college may be posted on the college's web calendar.

Procedure for Posting Information/Events on the Reader Board:

Requests to post information on the reader board should be submitted to the Executive Assistant to the President (sfranklin@bluecc.edu) with the request. Public/community events can be posted on the reader board if space allows. Messages must reflect the voice of the college.

Procedure for Posting on the Front Page of the College Website – News & Events:

News items, events, and college information requests to be posted on the front page of the BMCC website should be emailed as a finished product to the Director of Student Recruitment and Marketing for posting (alivingston@bluecc.edu). Every effort will be made to roll the front page information to keep it up-to-date and relative to the informational needs of students and staff.

Procedure for Sending Information via Staff Email:

Information that is pertinent to all faculty and staff, and affects the day-to-day operation of the college, can be sent to all-staff via email. To access this method of communication, contact Shannon Franklin, Executive Assistant to the President (sfranklin@bluecc.edu) with your request.

Procedure for Posting Temporary signage on College Property:

Posting of any kind is prohibited on the college grounds, with the exception of temporary signs that direct people to a particular event or location. Those signs should be removed immediately following the event.

Procedure for Posting on General BMCC Social Network Sites:

News, information, events, and photos can be posted on available BMCC Social Networking sites. Submit information to the Director of Student Recruitment and Marketing (ALivingston@bluecc.edu).

Procedure for Posting to Hallway Television Monitors:

News items, events, and college information requests to be posted on the front page of the BMCC website should be emailed as a finished product to the Executive Assistant to the President.

Procedure for submitting a News/Press Release:

Refer to Administrative Procedure 02-2003-0003 Press Releases

Procedure for News Media (Radio, Television, Newspapers) Communications:

Refer to the President's Office for guidance

Procedure for U.S.P.S. Mailings:

Refer to BMCC Marketing for guidance and approval on promotional mailings.

Procedure for Submitting Information to the Student Newsletter:

News items, events, and college information requests to be included in the monthly Student Newsletter should be emailed as a finished product to the Director of Student Recruitment and Marketing (alivingston@bluecc.edu). The deadline for each publication is two weeks prior to the beginning of the month.