

## **Section 5.0 External Affairs**

### **Introduction**

Section 5.0, External Affairs, covers the following aspects of external affairs at EGSC: Development, Alumni Affairs, Marketing and Public Relations:

### **Table of Contents**

- 5.1 Public Information Guidelines
- 5.2 Open Records
- 5.3 Alumni Affairs
- 5.4 Social Media Policy (under construction)
- 5.5 Graphic Standards

## **5.1 Public Information Guidelines**

### **Media Communications**

Effective communications with the media are critical to East Georgia State College's ability to carry out its mission and promote continued support for the college. Effective media relations best serve the college by:

- Informing the public of what we can do for them
- Promoting the college's achievements, activities and events of significance
- Expanding the general visibility of the College
- Ensuring that accurate information is conveyed to the public regarding incidents and issues of a controversial and/or sensitive nature

### **Policy**

The director of public information, along with members of the President's senior staff, serve as official college spokespeople and convey the official college position on issues of general college-wide impact or significance or situations that are of a particularly controversial or sensitive nature. Inquiries from the media about such issues should initially be referred to the director of public relations.

Depending on the specific circumstances, the president or the director may designate another college administrator to serve as spokesperson on a particular issue.

In cases of critical significance to the College, the director of public relations will work with other college officials to develop a written statement outlining the known facts of the situation and summarize the college's position. He/she may also develop a reactive Q&A. Public responses will be published to the College's website in a timely and efficient manner.

In the event of a crisis or emergency situation, the director of public relations will handle all contacts with the media, and will coordinate the information flow from the college to the public. In such situations, all campus departments should refer calls from the media to the office of public relations.

### **Dealing With The Media**

Members of the faculty and staff are free to respond to requests from the media regarding their research, scholarship, teaching or professional expertise. In such cases, the director of public relations should be notified as soon as possible to inform him/her of the contact. Such notification can be particularly important if follow-up inquiries are made with other college personnel to ensure a coordinated, consistent college response. Media inquiries should be referred to the director of public relations if they involve issues with college-wide significance and/or are of a controversial or sensitive nature.

The Public Relations Office promotes the college through press releases regarding special accomplishments, events and activities, programs and plans. All releases intended for off-campus or external audiences should be routed through the director of public relations.

Since positive media solicitation is an integral element of the college's communications program, any ideas for articles or pieces that would positively portray the college, its work or its community should also be directed to the public relations director. Likewise, the office of public relations should be notified about negative occurrences that are likely to rise to the level of a news story.

**Guidelines for communicating with the media when the issue is non-controversial and limited to the faculty/staff member's area of expertise:**

- Obtain the name of the person calling, the media organization and, if available, the anticipated time of release of information in print or broadcast. This information should be included when the notification is made to the office of public relations.
- The best approach with the media is to be prompt, helpful and honest. All contacts from the media should be returned as soon as possible, in deference to reporters' deadlines. At the most, a call should be returned within a half-day. If that is not possible, an alternate employee (if appropriate) or the public relations director should be asked to handle the call.
- Make sure you understand each question from the media before answering. If you cannot answer the question, or are uncomfortable providing a response, take the reporter's number and advise him/her that someone who can provide the information will contact him/her as soon as possible. Follow-up by contacting the director of public relations.
  - Do not offer speculation or gossip. Do not answer a reporter's question with "no comment." Do not be condescending or underestimate the reporter's intelligence, but make sure the reporter understands your responses. Provide your phone number and/or email address for follow-up questions.
- Remember that in responding to the media, you can be seen as representing and speaking for the college. Personal opinions should be clearly and carefully identified as such.
- Issues that should not be discussed with reporters are 1) legal issues, 2) personnel issues, 3) questions that involve college integrity, such as ethics or issues that may result in harm to others, or 4) a campus crisis or emergency. Refer all such inquiries to the director of public relations.
- Any media inquiries that involve information about specific students should be directed to the Vice President of Student and Enrollment Services. Such inquiries will be handled in strict compliance with the Family Educational Rights and Privacy Act (FERPA). This federal law protects the confidentiality of a student's education record. Information that may be given includes information found in a directory: the student's full name, local address and phone number, dates of attendance and degrees, honors and certificates received, class level (e.g. freshman), and academic major(s). Grades may only be provided to the media if a student wishes to release the information in connection with an award or scholarship.
- Any media inquiries regarding EGSC faculty or staff should be referred to the office of Human Resources.

**Emergency / Crisis Communications**

Crisis communications have a lasting impact on institutional reputation and public support. How well we convey our message to the public greatly depends on what is reported to the news media.

This is especially true in a crisis, during which the news media is the primary means of communication to our constituencies. Because of the emotions that usually accompany crises, images formed from crisis reporting are especially important in shaping long-lasting public impressions of the institution.

In the event of a major crisis on campus, it is essential that an effective communications plan be put into effect to disseminate timely, accurate information and to ensure that inquiries are routed to the appropriate sources.

Some general guidelines for handling media relations during a crisis are as follows:

- Don't panic.
- NEVER say, "No comment." Also, NOTHING is "off the record."
- The rights and well-being of the people affected are paramount to all other considerations. If you are in a position to do so, minimizing loss of life or injury should be your chief concerns.
- Maintain the good reputation of East Georgia State College.
- Show that you care.
- Provide accurate information. If you don't know the details, don't guess or assume; refer inquiries to the director of public relations or official spokesperson.
- Avoid legal problems.

The priority will be on maintaining timely and open communications with the media, providing complete and accurate information that has been confirmed about the emergency situation and the college's response to the crisis at hand. Communications with the media will be conducted throughout the duration of the emergency situation. The EGSC website will be utilized as a key medium for updating our campus community and the public on the details of the emergency situation and actions we are taking to address all related issues.

A media center will be established in the event of a widespread campus incident/disaster. The media center will include workspace for media personnel, electricity, telephones, Internet connections, campus and community directories and maps. A media pool of representatives from print and broadcast media outlets may be appointed to establish rules of conduct for the media. In a campus emergency faculty, staff and students have a right not to speak with the media. The media has the same access to campus as any other member of the community, so it is important, especially during a crisis or emergency, to be vigilant about what you say and who you are saying it to. Any situations where individuals feel a reporter has abused their rights should be reported to the director of public relations.

A communication information center may also be established, if a high volume of incoming phone calls are expected.

## **5.2 Open Records Policy**

The Office of External Affairs at East Georgia State College (the College) is responsible for administering the College's compliance with the Georgia Open Records Act (the Act). External

Affairs seeks to make the College's open records compliance procedures user-friendly, non-adversarial and open. The laws of Georgia make virtually every record held at the College, subject to a few exceptions (see below), accessible to any citizen requesting to see it. Any faculty or staff member at the College may receive a records request. Therefore, all should be familiar with this material. This policy will guide recipients on the proper procedure upon receipt of an Open Records request and assist in determining whether the records exist, if they fall under the Act, and how to timely produce the records to the requestor.

### **Procedures for Handling Open Records Requests:**

Any College employee receiving a verbal or written request for records held under his or her departmental responsibility should **immediately notify Elizabeth Gilmer, Open Records Manager**, in the Office of External Affairs, 479-289-2037. An individual department should NOT contact the person making the request, even for clarification, unless directed to by the Office of External Affairs.

This law places important responsibilities on the recipient of the Open Records Request. **Georgia law mandates a response to the records request within three business days.** The search, retrieval, and copying of the requested documents is often time intensive. Some records may not be released due to a privacy law or statute that prohibits their release. Therefore, it is **imperative that Open Records Requests be forwarded as soon as they are received to the Office of External Affairs for review and response.**

External Affairs will contact the requestor directly to clarify the request and determine which records are responsive to the request. External Affairs will then contact the administrator responsible for the records to determine whether the records exist, the volume of documents or data, and the time required to search, retrieve, redact (if necessary) and copy the records. It is then the duty of the administrator responsible for the records to search for and retrieve the records required to make the response.

Upon completion of the search and retrieval process, the records should be sent to External Affairs (not directly to the requestor). If the records are readily accessible, are not voluminous and the costs to produce the records do not exceed \$25 External Affairs will respond within the three day deadline with the requested documents. If the records are voluminous, all or some are not readily accessible or other circumstances prevent a timely production of all documents, External Affairs will respond to the requester within the three day period with a description of the responsive records, produce all responsible records that are accessible, provide a timeline for when the records will be available for inspection and copying and agree to provide the responsive records or access thereto as soon as practicable. If the cost to provide the records exceeds \$25, the above response will include estimated costs. If estimated costs exceed \$500, prepayment will be required. External Affairs will defer search and retrieval of the records until the requester consents to the estimated costs, unless the requester has stated in the request a willingness to pay an amount that exceeds the estimated costs.

If the requester replies to proceed with the production, the department will be notified to gather the records and provide them to the Open Records Manager. In any instance where records are required by law or policy to be withheld, External Affairs will notify the requester of the specific legal authority exempting the requested records from disclosure within three business days

## **HOW TO MAKE AN OPEN RECORDS REQUEST**

**Individuals Requesting Documents:** The Office of External Affairs recommends using the **OPEN RECORDS REQUEST FORM.** Although use of the form is not required, it is designed to help requestors provide enough detail to clearly identify the records desired. Please be advised that some records may not be released due to a privacy law or statute that prohibits their release. You will be assessed a \$.10 per page for paper copies for letter or legal size documents, and for all other documents, the actual cost of producing the copy. For information requested on a data storage device, you will be charged the actual cost of the data storage media.. You will also be charged the hourly rate of the employee who retrieves and copies these documents less the first quarter hour The Office of External Affairs will contact you with an estimate prior to fulfilling a request. Please see the Frequently Asked Questions below, or contact Elizabeth Gilmer, Open Records Manager, Office of External Affairs, East Georgia State College, 131 College Circle, Swainsboro, Georgia, 30401; Telephone: 478-289-2037; [egilmer@ega.edu](mailto:egilmer@ega.edu).

### **5.3 Alumni Affairs**

Membership in the East Georgia State College Alumni Association is automatically conferred upon all graduates of the institution and is available to those students who have attended but not graduated. This organization, under the general administrative supervision of the Office of Public Information, was formed after the college's first graduation.

### **5.4 Social Media Policy (under construction)**

### **5.5 Graphic Standards**

#### **Purpose**

The purpose of the standards is to identify acceptable college word marks, logos and seal and clarify appropriate and accurate usage of the trademark images on college letterhead, business cards, internal publications, apparel and promotional items. The goal of the standards is to ensure coordinated, consistent use of the trademark images so as to portray a uniform and distinct visual brand for East Georgia State College in all applications. This guide is designed to maintain and strengthen East Georgia State College's visual identity program, further promote the college's reputation and creative positive public awareness and support.

#### **Monitoring of Trademark Images**

The East Georgia State College trademarks are the property of the Board of Regents of the University System of Georgia and may be registered in the United States Patent and Trademark

Office. The Board of Regents guidelines govern how the trademarks can be used and East Georgia State College is responsible for monitoring and controlling the use of the marks. The East Georgia State College Marketing Department monitors and approves the logos for on and off-campus individuals, departments and organizations promoting the college in print publications and electronic media, including the World Wide Web. All individuals, departments and organizations desiring to use the EGSC name, logo and/ or trademark, must obtain prior approval from the Marketing Department.

### **The Trademarks**

East Georgia State College is represented by several different trademarks:

(1) **The College Name Logo**: The approved college name word mark is the two lined EAST GEORGIA STATE COLLEGE image shown below. To strengthen the college's identity, the abbreviation "EGSC" should not be used in publications, ads, websites or other media, or apparel, unless the words "East Georgia State College" appears in close proximity.

**East Georgia**  
STATE COLLEGE™

(2) **EGSC Pine Tree Triangle Seal (color and black and white versions)**: Used alone or in combination with the name of the college.



(3) **EGSC Seal**: Reserved for official documents (diplomas, proclamations, etc.) and publications such as President's letterhead, stationery and invitations. Permission to use the seal in any other application must be approved by the Marketing Office or the President.



#### (4) **EGSC Athletic Logos**

The East Georgia State College athletic logos are represented by several different marks which are reserved strictly for use by and in support of Bobcat teams and events, including the primary mark, the secondary marks, and the word marks. The athletic logos should not be used in place of the official college logo to promote college academic programs.

(a) Bobcat with head only (PRIMARY MARK)



(b) Bobcat with triangle background and word mark underneath (PRIMARY MARK)



c) Bobcat paw prints (use only with primary mark)





**Secondary Images:** are images used in conjunction with the college logo. Only those college departments and programs which have a significant public service mission or public visibility may seek approval to develop an individual secondary image that must be used in conjunction with the college logo. All requests for authorization to develop and use a secondary image must be submitted in writing, along with a copy of the proposed secondary image, to the Director of Marketing. The request will be reviewed and a decision rendered. Secondary images do not replace the college logo as the primary means of individual identification and must be used in tandem with the college logo on all unit publications, ads and other printed and electronic communication.



**General Rules for Use of Trademarks:**

- (1) The logos and marks must only be used exactly as provided in the camera ready or digital art with no change in position. The logo should not be cut apart and reassembled, supplemented with other elements, and logotype should not be altered.
- (2) Use only camera ready or digital art provided by the Marketing Department. Do not reproduce images from publications.
- (3) East Georgia State College athletics trademarks are reserved strictly for the use of the athletics department and its entities. These marks may be used by other departments, organizations or individuals only to demonstrate support for East Georgia State College athletic programs and student events.

- (4) Use "TM" (trademark) or SM (service mark) with all unregistered college or athletic trademarks.
- (5) Use the registration mark ® only when using registered college or athletic trademarks.
- (6) Any use must meet the standards of quality and good taste as determined by the Marketing Department.

## **Guidelines for Campus Use**

**Letterheads, Envelopes and Business Cards:** Identify faculty, staff, departments and programs as official representatives of East Georgia State College. All letterheads, business cards, envelopes, memo pads, routing slips, fax cover sheets, large envelopes, brochures, invitations, mailing and address labels and signage are standardized to ensure that East Georgia State College's official image is always presented in a consistent manner. No homemade letterhead or business cards may be produced or distributed by photocopying. In cases where the length or title of a department or other factors create spacing problems, contact the Marketing Department for assistance in making adjustments for the official layout. Secondary images may be incorporated into the official letterhead design with the assistance of the Marketing Department. All signage must be ordered through Facilities.

**Students and student groups** may not use official college stationery or business cards; alternate designs are available for those with an approved need for items bearing college or athletic marks. Authorization must be obtained from the Marketing Department for each use.

## **Campus Use of Marks for Other Purposes**

College departments and official student organizations may create and purchase items bearing the trademarks for internal use. Design approval must be granted by the Marketing Department prior to production and/or purchase. In most cases, the group will not be required to obtain a license agreement. However, if the college marked items are for resale to a general audience, a license agreement and royalty payment will be required.

Items purchased for use by group members only, items purchased or produced to be given away (so long as they are purchased from a licensed supplier) and items produced as part of a class project do not require a license agreement.

**Web Use:** All standards for printing the college and athletic marks also apply to their use on the World Wide Web.

## **Board of Regents Policy**

Board of Regents Policy prohibits the use of any East Georgia State College name, trademark, or logo in connection with alcoholic beverages; religious services, goods or artifacts; sexually-

oriented devices or goods; toilet seats and the like; burial items; and unfavorable references to race, sex, national origin, or handicap of any person. Any use must meet the standards of good quality and taste as outlined by the East Georgia State College Marketing Department.

**OFFICIAL COLORS**

East Georgia State College's official colors are gold and green. The Pantone Matching System (PMS) colors are:

Green PMS 3435

Gold PMS 1255 or Khaki Gold PMS 466