

**PALO ALTO COLLEGE
COLLEGE PROCEDURE**

Procedure Number: A 9.0
Procedure Title: Approval of Publications, Videos & Advertising
Relevant Board Policy: N/A
Originating Unit: Marketing and Strategic Communications
Maintenance Unit: Office of the President

- I. Purpose: This procedure provides the steps necessary to assure that all publications and advertisements prepared for sharing Palo Alto College information with an external audience are accurate, truthful, ethical, and meet all policies and guidelines of the Alamo Colleges District and of Palo Alto College

II. Procedure Statement:

- A. The Director of Marketing and Strategic Communications or a designee is responsible for providing written approval for publications, videos and advertising before they are printed or aired.
- B. A. Publications affected include, but are not limited to, recruitment brochures, fact books, newsletters, and any marketing-related fliers or bookmarks used to promote services or events. Advertisements include those submitted for print or digital production.
- C. To be approved, publications and advertisements must be co-created with input and support from the Marketing and Strategic Communications Department. In addition, marketing material may include, but are not limited to, the following: a line noting that Palo Alto College is part of the Alamo Colleges District; statements required by the U.S. Office of Civil Rights (see PAC procedure A 7.0); accreditation statement required by Southern Association of Colleges and Schools (see PAC procedure A 11.0); College Mission Statement, Vision, and Values.
- D. The person overseeing the publication of printed materials must provide the Director of Marketing and Strategic Communications with a final version of the document and obtain a signature before submitting the item for publication. The Director may advise the department during production about necessary information.

- E. Those producing videos or multimedia productions should discuss the guidelines with the Director of Marketing and Strategic Communications prior to production to ensure that guidelines are followed. The producer must obtain an approval signature from the Marketing and Strategic Communications Department before the production is shown to an external audience.
- F. The person overseeing the publication will be held responsible if an item is printed or produced without authorization and contains erroneous information.
- G. Anyone who is unsure whether a publication falls under these procedures should seek guidance from the Marketing and Strategic Communications Office.

Date Issued: President	April 6, 2001	Approved: (signed: Enrique Solis)
Reviewed:	October 21, 2010	Public Relations Office
Revised:	January 28, 2021	Approved: (signed: Dr. Robert Garza) President