

3354:1-50-03 Integrated Communications policy.

- (A) Integrated Communications provides the direction for all communication and creative services work for Cuyahoga Community College (the “College”). The department works with administrators, outside vendors and staff to produce media elements that achieve the measurable goals of the College.
- (B) Integrated Communications shall be the primary communication liaison between the College and the community and shall be responsible for supporting the College’s mission, programs and image.
- (C) Integrated Communications shall be responsible for communicating to the public through all available media to ensure that the community has a positive image of the College, and that positions and statements of the College are presented accurately and consistently.
- (D) Integrated Communications shall maintain departmental documentation which provides an overview of its services as well as instructions on how College employees can work with the department to effectively communicate the College’s mission, programs and image with the community.
- (E) The President or the President’s designee is hereby directed to take all steps necessary and appropriate for effective implementation of this policy.

Effective Date: March 28, 2024

Prior Effective Date: April 28, 2005