



ADMINISTRATIVE POLICY #03.50.01.01.2 (2018) DISSEMINATION OF PUBLIC INFORMATION

Policy Title: Dissemination of Public Information

Policy Type: Administrative

Policy Number: ADM Policy #03.50.01.01 (2018)

Approval Date: 08/28/2018

Responsible Office: Institutional Advancement/Advancement Services

Responsible Executive: Vice President for Institutional Advancement

Applies to: College Community

POLICY STATEMENT

Dissemination of Public Information Policy

The Advancement Services unit within the Office of Institutional Advancement has been designated as the primary contact for news media issues and for coordination of dissemination of information to the public. This office is also responsible for ensuring College-wide compliance with this policy. All due diligence must be taken to ensure that information originating from the College is accurate, complete, reflects the official position of Wiley College and is released to the media and targeted external constituents in a timely manner.

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DEFINITIONS

Word/Term:

Official College positions — the College’s Board of Trustees and the President of the College may take a position or have an established policy toward issues facing the community or the College. These positions are either approved by a majority of the College’s Board of Trustees, President’s executive cabinet or formulated by the President and the affected division. In many cases, issues arise quickly and official College positions may not be formulated when news reporters request them.

Personal opinions — as citizens of the United States and the State of Texas, everyone has the right to form and express opinions about public issues. A distinction must be drawn; however, when an individual (employed by the College or a member of a College supported student group) is in the role of representing the College. As an employee speaking for the College, employees’ comments must reflect the College’s position on programs, services and issues. Personal opinions may not be the same as positions taken by the College, and they should not be used when speaking on behalf of the College.

Public dissemination of information — providing information to the public may include the release of information regarding a specific “gift,” donation or donor, placement of advertisements in newspapers, interviews with news reporters, speeches to community groups, public service announcements for KBWC/91.1 FM or for announcements during College sporting events, letters to the editor, guest editorials or columns in newspapers, appearances on public affairs television and radio talk shows, posting information on the College’s website, social media or other channels of communication.

CONTACT(S)

The Office of Institutional Advancement officially interprets this policy. The Office of Institutional Advancement/Advancement Services is responsible for obtaining approval for any revisions as required by the Executive Cabinet. Questions regarding this policy should be directed to the Director of Public Relations.

STAKEHOLDER(S)

College Community and External Constituents

POLICY CONTENTS

PURPOSE

Wiley College, its faculty, and administrative components actively pursue opportunities to inform the public about all aspects of the College's programs and services outside of the areas protected by state and federal privacy laws, and other areas exempted by the Freedom of Information Act (FOIA) or the Family Education Rights and Privacy Acts (FERPA). This policy is designed to ensure the College's compliance with the Texas Freedom of Information Act regulations.

Providing information about the College is vital to our internal and external audiences and the College's ability to carry out its mission. This policy establishes the official guidelines for the dissemination of information for publication, broadcast through the mass media, or other public forums. The policy also provides specific guidelines to aid individuals speaking on behalf of the College. These guidelines are not intended to hinder open communication between College constituents and the public or news media. These guidelines are, however, intended to ensure a more accurate, consistent and reliable flow of information about College activities.

Procedures

1. Faculty, staff, College-supported student organizations and/or individual College employees who release information to the public through mass produced publications, brochures, news reporters or other mass communication channels must provide this information to the Office of Institutional Advancement in advance of distribution, if practical, or as soon after the release of information as possible.
2. In the case of releasing information via news releases or other channels regarding a gift, donation or donor, the Vice President for Institutional Advancement or Director of Public Relations is responsible for ensuring that all information is correct. It is the responsibility of the Director of Public Relations to prepare a news release regarding the gift, donation or donor for dissemination to media outlets, after said news release has been reviewed by the Vice President or designee. After the Vice President for Institutional Advancement or designee has approved the final news release, the Director of Public Relations will disseminate the information to the mass media.
3. Each division and/or department head assumes primary responsibility for any official public statements, announcements or advertisements issued through their areas of responsibility or their personnel. This responsibility may be delegated according to the needs and resources of each division and/or department. However, each division and/or department head must be informed about the release of public statements issued by division or department staff. Individual employees who disseminate information to a mass audience (via such means as advertisements, interviews with news reporters, etc.) must notify the division, and/or department head and the Office of Institutional Advancement prior to such dissemination or, if that is not possible, immediately thereafter.

4. College employees should never give personal opinions as official College positions on particular issues. If asked by a news reporter to give an opinion about particular issues, services or programs, College employees should explain that giving personal opinions on behalf of the College is not appropriate or not a part of their responsibility. It is, therefore, advisable to decline comment and offer to direct the news reporter to the division and/or department head or the Office of Institutional Advancement.

5. It is appropriate for College employees involved in a newsworthy event to respond to news reporters about facts surrounding an event, such as a professional conference (sponsored by the College), sporting events and student athletes, commencement exercises, or scholarship fundraising events, etc. However, the information provided to reporters should be released in coordination with the staff person in charge of the event or the person designated as the public information officer for the event.

6. Information should be limited to the facts pertaining to the particular event or the safety and welfare of College students, faculty and administration. Information that may be sensitive or have implications relating to litigation or personal privacy should not be discussed. In addition, information or speculation that deals with broader issues or policies of the College should be deferred to the President's office, department/division head or the Office of Institutional Advancement.

7. All uses of the Wiley College logo, seal and nameplate, tagline, brand colors and any collateral (print, online or merchandise) promoting Wiley College such as advertisements, brochures, fliers, invitations, annual reports, promotional items, web design, videos, social media, etc., should be in compliance with the [College's Brand and Visual Identity Standards](#) and must be approved by the Office of Institutional Advancement or the appropriate division head.

Policy Infractions

Infractions of this policy will be determined by the appropriate supervisor or Vice President in charge of the affected division and/or department or College-supported student organization. Hence, any disciplinary actions will follow existing College guidelines for such process.

PUBLICATION

This policy shall be widely published and distributed to the College community. To ensure timely publication and distribution thereof, Institutional Advancement will make every effort to:

- Communicate the policy in writing, electronic or otherwise, to the College community within 14 days of approval.
- Submit the policy for inclusion in the online Policy Library within 14 days of approval;
- Post the policy on the appropriate SharePoint Site and/or Website; and
- Educate and train all stakeholders and appropriate audiences on the policy's content, as necessary. Failure to meet publication requirements does not invalidate this policy.

REVIEW SCHEDULE

List the following:

- Next Scheduled Review: 08/28/2023
- Approval by, date: Executive Cabinet, 08/28/2018
- Revision History: New Policy
- Supersedes: Institutional Advancement Policies 19.5 – 19.6

RELATED DOCUMENTS

There are no related documents for the policy.

FORMS

There are no forms associated with this policy