



# SAN DIEGO COMMUNITY COLLEGE DISTRICT

Procedure  
0020.5

October 14, 1998

## COMMUNICATIONS COUNCIL

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### DESCRIPTION

The District Communications Council reports to the Chancellor's Cabinet and consists of the Communications Services Manager and Information Officers from each college, Continuing Education and District Office.

### FUNCTIONS AND RESPONSIBILITIES

1. Identify public information/relations issues and provide a forum to address them.
2. Monitor and guide public information/relations activities, including publications, media relations, special events, advertising and marketing campaigns.
3. Work collaboratively to assure compliance with established standards for District identity, uniformity, accuracy and quality and to meet timelines for common projects such as class schedules.
4. Serve as the coordinating body for District activities, events and conferences.
5. Establish and maintain public information/relations policies and procedures.
6. Respond to assignments from the Chancellor's Cabinet and the Board of Trustees.
7. Provide recommendations to the Chancellor's Cabinet on public information guidelines and standards related to the District's presence on the World Wide Web.

### AUTHORITY

1. Identify public information/relations issues and develop action plans to address those issues.
2. Provide recommendations to the Chancellor's cabinet on public information/relations policy development and implementation.

### MEMBERSHIP

1. Core members consist of the following six (6) positions with equal voting rights:
  - a. Communications Service Manager: District Office
  - b. Information Officer: City College

- c. Information Officer: Continuing Education
- d. Information Officer: District Office
- e. Information Officer: Mesa College
- f. Information Officer: Miramar College

#### Considerations

- g. The Chairperson of the Communications Council is the Communications Services' Manager.
- h. In the absence of the Chairperson, he/she will select an alternate.
- i. At the option of the Council members, resource persons and other interested parties may attend meetings for informational or input purposes.
- j. As directed by the Chancellor, member attendance at Council meetings is mandatory.
- k. Subcommittees may be established by the Council on an "as needed" basis to address particular matters which require ongoing review and coordination.

#### OPERATING GUIDELINES

1. Agenda and Minutes
  - a. The agenda and minutes for Council meetings are the responsibility of the Chairperson.
  - b. Items for the Council agenda may be submitted by any member.
  - c. Minutes shall be distributed to the following:
    - 1) Chancellor's Cabinet members
    - 2) Council members
    - 3) Others as determined by council members
2. Meetings/Quorum/Voting
  - a. Regular meetings shall be scheduled at 2:30 p.m. on the first and third Mondays of the month, subject to change.
  - b. Special meetings may be called by the Chairperson in consultation with the standing members.
  - c. Regular and special meetings shall normally take place at the District Office.
  - d. A quorum shall be four (4) of the six (6) voting members.
  - e. Any Council member may make a motion or call for a vote on a motion. A simple majority carries the motion.
3. Relationships
  - a. The Council, through the Chairperson, reports directly to the Chancellor and Chancellor's Cabinet.
  - b. The Council may designate representatives to other District standing councils/committees as appropriate.

SUPERSEDES:10/29/96