

COMMUNITY RELATIONS - 600

Relationship with College Foundations (600.1)

Date Adopted: December 19, 1989

Revised: August 15, 2017

Deleted by Board Action on September 16, 2025 (Replaced by 100.41 Policy on Board of Trustees and Foundations Collaboration.)

Communications and Public Relations (600.2)

Date Adopted: November 21, 2023

Illinois Eastern Community Colleges is committed to maintaining open, honest, and effective communication with its various stakeholders, including students, staff, faculty, alumni, prospective students and employees, and the general public. This policy is designed to guide communication and public relations efforts to ensure that official information is accurately and effectively conveyed in a clear, concise, and consistent manner.

A. Objectives

1. To promote the IECC's mission, values, and achievements to its various stakeholders.
2. To maintain and enhance a positive public image of IECC and its campuses.
3. To provide accurate and timely information to the public.
4. To address and manage public relations crises effectively.

B. Guiding Principles

1. **Transparency:** IECC is committed to providing accurate, honest, and timely information to the public. Any information shared with external audiences must be truthful and representative of IECC and the campuses' activities, goals, and achievements.
2. **Consistency:** All public relations materials and messages should be consistent with IECC's mission, values, and branding guidelines. A unified and coherent message helps build and maintain a strong public image.
3. **Accessibility:** IECC will make information available and accessible to the public to the greatest extent possible, within the constraints of privacy and legal requirements.
4. **Privacy:** IECC complies with all privacy laws and in accordance with the Family Educational Rights and Privacy policy, 500.11. .

C. Roles and Responsibilities

1. **Marketing and General Communications:** Each campus's Coordinator of Public Information and Marketing shall be the official responsible for releasing campus-specific marketing information to the media. Information related to district-wide initiatives will be coordinated by IECC's Director of Marketing.
2. **Job Postings:** The Executive Director and Assistant Director of Human Resources shall be responsible for the timely release of job postings. Talent search materials for top administrative personnel will be released through the Chancellor.
3. **Crisis and Emergency Communications:** In the event of a crisis or emergency situation, communication protocols outlined in the Emergency Response Plans will prevail.
4. **Board of Trustees Meeting Communications:** All announcements and press releases shall be issued by the Board Secretary, upon approval by the Chancellor. The agenda and board book shall be issued by the Executive Assistant to the Chancellor, upon approval by the Chancellor. The Chancellor shall respond to press inquiries.
5. **Communication Corrections:** Any errors in press releases distributed to the media will be corrected as quickly as possible.

D. Media Inquiries and Requests

1. Employees should not speak to the media on IECC's behalf. Media inquiries which do not pertain to marketing and general public relations should be directed to the Chancellor, Presidents, or Human Resources.

2. Requests for public information will be processed as described in IECC's Freedom of Information Act policy (100.37).

E. Social Media and Online Presence:

1. Social media and online presence must be managed professionally and reflect IECC's values and mission.
2. All social media accounts shall adhere to branding and content guidelines.

- F. Compliance:** All faculty and staff are expected to adhere to this public relations policy; failure to do so may result in disciplinary action up to and including dismissal.