

TEXAS STATE TECHNICAL COLLEGE
STATEWIDE OPERATING STANDARD

No. GA 1.7	Page 1 of 4	Effective Date: 01/16/2020
DIVISION:	General Administration	
SUBJECT:	Dissemination of Information	
AUTHORITY:	Minute Order #38-93	
PROPOSED BY:	Nick Alvarado	
TITLE:	Vice President of Communication & Creative Services	Date: 01/16/2020
RECOMMENDED BY:	Gail Lawrence	
TITLE:	Executive Vice Chancellor	Date: 01/16/2020
APPROVED BY:	Mike Reeser	
TITLE:	Chancellor	Date: 01/16/2020

STATUS: Approved by LT 01/16/2020

HISTORICAL STATUS: Revised 9/2019
 Approved by VCs 07/28/15
 Reviewed/Revised 06/2015
 Approved by MC 03/11/05
 Revised 02/2005
 Approved by MC 4/9/03
 Revised 3/03
 Approved by MC 05/18/95
 Reviewed 02/15/95
 Reviewed 06/17/94
 Approved 03/27/93
 Revised 03/27/93
 Approved MC 03/25/93
 15/EVP/76-7 09/08/76

I. STATEWIDE STANDARD

POLICY: It is the policy of Texas State Technical College (TSTC) that the College

facilitate positive media relations, disseminate information appropriately both internally and externally, and maintain a coordinated public relations effort statewide.

II. PERTINENT INFORMATION

TSTC shall put forth every effort to facilitate positive media relations, to disseminate timely information both to the College community and to the public, and to coordinate public relations efforts statewide. The coordination and proper dissemination of information and news for all TSTC campuses shall ensure accurate data and a positive College image.

III. GENERAL GUIDELINES

Persons representing the institution shall be responsible for the fair and accurate reporting of information to the public, giving rigorous attention to the principles of integrity and good practice.

TSTC shall employ qualified communication professionals in the Department of Communication and Creative Services whose responsibilities shall include the administration and/or review of news releases, publications, videos, electronic publications including public internet content, and other communications. These responsibilities shall include assisting campuses in maintaining a coordinated public relations effort that fits with the statewide mission of the College.

Additionally, the Strategic Communications Executive, appointed by the Chancellor, shall assist in both internal and external communication efforts pertaining to issues of high priority and impact.

IV. DEFINITIONS

Dissemination: The act of spreading something, especially information, widely; circulation.

External Communications: Information disseminated to the public through news releases, media kits, interviews, social media, etc.

Internal Communications: Information disseminated internally to the College community through emails, notifications, campus mail, etc.

Strategic Communications Executive: Person appointed by the Chancellor whose job is to implement internal and external communication strategies while building a positive image for the organization.

V. DELEGATION OF AUTHORITY

The Chancellor, or his/her designee, has the authority and responsibility to establish procedures to meet the requirements of this Statewide Operating Standard (SOS).

VI. PERFORMANCE STANDARDS

1. Each campus is adhering to this SOS in matters of the dissemination of information.
2. All dissemination of information and communication follows the operating standards, guidelines, and procedures in the [TSTC Communication & Creative Services Visual Standards Guide](#).
3. Items released for publication to the public follow the requirements of state and federal rules and regulations where applicable. The [Family Education Rights and Privacy Act \(FERPA\)](#) is followed regarding student information.

APPENDIX

VII. RELATED STATEWIDE STANDARDS, LEGAL CITATIONS, OR SUPPORTING DOCUMENTS

[Family Education Rights and Privacy Act \(FERPA\)](#)
[TSTC Communication & Creative Services Visual Guide](#)

VIII. OPERATING REQUIREMENTS

1. Persons authorized to represent the institution shall engage in the fair and accurate reporting of information to the public, while employing the principles of integrity and good practice.
2. Only personnel from the Department of Communication and Creative Services, the Strategic Communications Executive, or his/her designees, shall be authorized to coordinate media coverage, including the solicitation of media coverage.