



ADMINISTRATIVE PROCEDURES

No. 3350.1

MENDOCINO - LAKE COMMUNITY COLLEGE DISTRICT

PUBLIC INFORMATION

1. Release of Information to the Public

All employees benefit from a positive image of the District, consequently employees who are contacted by the media regarding District or College information are strongly urged to inform the Public Information Officer.

This is not intended to censor or control any employee's comments, or to restrain the bargaining units from carrying out protected union activities, but to ensure that both employees and the media are accurately informed. Employees are not required to respond to media inquiries and may choose to refer media representatives to the Public Information Officer.

Privacy rights of students are protected by the California Education Code and information in student records may only be released to the public in accordance with BP 5040 and AP 5040.1, the Family Educational Rights and Privacy Act of 1984, 20 U.S.C. 1232 (g) and Title 5 California Code of Regulations, Section 54600.

The District will adhere to the California Public Records Act in safeguarding employee privacy.

2. Publications

All publications produced for distribution to the general public, or to the student body at large, must comply with relevant laws and regulations and shall be reviewed for legal, grammatical and programmatic accuracy by the responsible administrator and Public Information Officer.

- 2.1 Publications subject to review include, but are not limited to, newsletters, recruitment/marketing materials, programs, flyers, announcements, social media posts and reports.
- 2.2 All publications must clearly identify the college, as well as the District, in compliance with adopted graphic standards.
- 2.3 In accordance with regulations of the Fair Political Practices Commission, publications that are distributed to the general public may not highlight board members, including photos, messages, names or signatures.

2.4 All publications containing information related to employee rights, responsibilities or other aspects of employment, must be authorized by the Human Resources office.

3. Advertising and Marketing

All advertising and marketing activities must be approved by the Public Information Officer as noted in 2.1, with the exception of personnel ads and legal notices.