



PACIFIC COAST UNIVERSITY
FOR WORKPLACE HEALTH SCIENCES

Communications and Marketing – Policy 220

The University will communicate with its many audiences in a professional and consistently high-quality manner. In keeping with professional practice, internal and external communications will be coordinated through the President's office with a mandate to resolve institutional communications issues.

This office is responsible for the format and placement of all University advertising relating to programs and advertising for employee recruitment. The Registrar is responsible for the content of the University Calendar but will comply with formatting requirements as established by the President's office.

Related Policy

Privacy

Definitions

President's Office means the Office of the President of the University including personnel hired by the President to undertake this specific work.

University means Pacific Coast University for Workplace Health Science, a corporation established under the Act.

Regulations

The President's Office will develop and implement guidelines for University communications.

As appropriate, these guidelines will be developed and revised in cooperation with individual departments and/or official committees. This will include guidelines for the use of institutional graphics, editorial style, and website design. All institutional communications will be consistent within these guidelines.

Communications vehicles will include the use of a variety of media including print publications, public broadcasting, audio-visual material, electronic mail, and the University website.

The President's Office will ensure that communications plans and vehicles are well designed and developed, accurate, effective, efficient, timely, and consistent.

When producing material for external audiences promoting individual programs or initiatives, departments will work in consultation with the President's Office.

Within available resources, the President's Office will coordinate and support the production of media related to general information, marketing activities, recruitment, and public awareness of the institution.

In cases where departments require ongoing specialized marketing and communications activities (e.g. The Registrar's Office or Continuing Education) every effort will be made to ensure that the unique needs of departments are met within the framework of institutional requirements.

Approvals and Responsibility

Approved by: Board of Governors, March 27, 2012.
Responsibility: President.