

ADVERTISING • SOCIAL MEDIA • EMPLOYEE COMMUNICATIONS

CRISIS COMMUNICATIONS • MARKETING AND PROMOTION • EVENTS

PUBLIC INFORMATION • COMMUNITY RELATIONS • PRINTING

RSCCD

PUBLIC AFFAIRS & PUBLICATIONS

a guide to services

MEDIA RELATIONS

WEBSITE DESIGN

GRAPHIC DESIGN

ABOUT THIS GUIDE

This publication is intended to provide information about services available from the RSCCD Public Affairs and Publications Department. Communications with the public—internal and external—can take many forms and our team is here to assist you in researching best options, planning strategies, and implementing solutions.

ABOUT THE DEPARTMENT

Our experienced staff can help with many of your communications-related needs. Whether you need help marketing a program or event, desire assistance in developing a brochure, or want to get your story in front of certain audiences, we're here to help. Please contact us to set a convenient in-person appointment or a conference call.

Public Affairs and Publications Department
District Office
Room 408
(714) 480-7500

The department encompasses the following units: Graphic Communications, Public Affairs, and Publications. Each unit provides support services for district and college classified staff, faculty, and administrators throughout the college district.

Whatever the communication need, we can provide strategic support to help you achieve your objective. We provide the full scope of communications services:

- Advertising
- Community relations
- Crisis communications - internal and external
- Employee communications
- Events - promotion and media relations
- Graphic design
- Marketing and promotion
- Media relations
- Printing
- Public information
- Publications - content development and design
- Social media support and advisement
- Website design, content development, and advisement

EMPLOYEE COMMUNICATIONS

Public Affairs and Publications (PAP) professionals help increase employees' awareness and understanding of our accomplishments, objectives, key policies and decisions, and how they can be supported.

How we can help you:

- Develop print and digital newsletters to ensure that key initiatives are shared within the colleges and the district.
- Develop e-blasts to help inform the district and college community about upcoming events and news of importance.
- Support employee forums on an as-needed basis to ensure clarity of communication about high-priority issues.
- Develop Web and intranet content to ensure transparency in employee communications.

GRAPHIC COMMUNICATIONS

The role of the Graphic Communications team is to establish, enhance and maintain the visual image of Rancho Santiago Community College District and its colleges through print and electronic media. Our staff consists of the graphic communications manager, desktop publishers and graphic designers assigned to the district and the two colleges. Timelines for artwork production are dependent upon workload and the complexity of the assignment.

How we can help you:

- Provide print and digital design services for a wide range of needs—brochures, posters, newsletters, e-blasts, announcements, advertisements, campus signage, booklets and more.
- Create layouts for a wide range of documents from single-page forms to complete books, including class schedules, handbooks, and catalogs.
- Ensure that your materials meet college and district graphic standards.
- Effectively communicate your message to its intended audience.
- Maximize positive perceptions of our district and colleges.

MEDIA RELATIONS

Public Affairs and Publications (PAP) professionals strive to enhance visibility through positive media exposure. One of our functions is to initiate, maintain and sustain constructive working relationships with print, online, broadcast and specialized media editors and reporters on behalf of the district and colleges. Getting that coverage in an ever-changing media market and ensuring the accuracy of stories is not a simple task. Likewise, keeping negative stories out of the media or minimizing their damage requires the expertise of the media relations professionals on the PA/P team.

How we can help you:

- Media relations strategy development to ensure that your media coverage meets college and district priorities.
- Media liaison to respond to media inquiries usually within 24 hours or less, depending on the media deadline.
- Crisis communications support during emergency and non-emergency crisis responses.
- Media relations writing for news items that support college and district strategic organizational goals.
- Story positioning to garner media attention for important stories that meet the news test.
- Spokesperson training and preparation to prepare college spokesperson for key media interviews.
- Media events support and coordination when stories merit a media briefing or media conference.
- Media tracking to assess impact of stories published or broadcast about the district and its colleges.

RSCCD PUBLICATIONS AT THE ORANGE EDUCATION CENTER

Digital printing is available through RSCCD Publications to meet district and college needs. RSCCD Publications is located at the Orange Education Center (OEC). Job requests may be submitted through the online submission system, WebCRD, or hard-copy originals. Hard copy originals must be accompanied with a Publications Job Request form signed by an authorized administrator. Please include the division or department's Datatel reproduction/printing account (5940 object code).

How we can help you:

- Black and white copies are provided at no charge. The district covers these costs.
- Copy requests are produced only for RSCCD employees for use in district and college activities.
- Standards are in place for paper and bindery choices. Requests for special paper and bindery needs can be discussed with RSCCD Publications.
- Non-standard requests are charged to the requestor's department budget.

- Color copies are charged to the requestor's department. Color copies cannot be requested through the WebCRD system and must be made with arrangements through the Graphic Communications unit or the manager of publications and electronic media.
- Printing meets a wide range of needs—instructional, brochures, flyers, posters, booklets, invitations, business cards, postcards, and more.
- WebCRD jobs (Monday-Friday) are returned to the requestor's campus or site within 24 hours whenever possible. Walk-in or mailed requests will be returned within 48 hours. Beginning of the semester or finals week requests may be delayed due to heavy demand.
- RSCCD Publications also provides printing quotes and bids for any necessary outside printing, including letterhead and envelopes.

SOCIAL MEDIA

We research and evaluate the latest social media and Web 2.0 technologies to incorporate them into the PA/P communication strategy. We also collaborate with Information Technology Services (ITS) on these projects to ensure that there are no Web security risks to the district computer systems and networks.

How we can help you:

- **Social media strategic planning** – We assist both colleges and the district with all social media efforts and campaigns.
- **Social media page development** – We can get you up and running on a wide range of social media platforms and channels.
- **Social media content development** – We assist with developing content for the district and colleges' Facebook pages and Twitter feeds. If you want something featured through these channels, be sure to inform PAP.
- **Social media guidelines** – We can provide insights into best practices in these rapidly evolving communications channels.

WEB AND ELECTRONIC COMMUNICATIONS

The district and college websites, the employee intranet, and other means of electronic communication are powerful tools to convey information quickly and efficiently on a broad range of topics. The PAP team is responsible for creating written and visual content for electronic dissemination, and works in collaboration with ITS to ensure the functionality of Web pages and other electronic communication.

Departments and divisions across the district and colleges are each responsible for managing the content of information placed on their department's respective Web pages. As such, PAP staff members are not the sole designated webmasters for the district and/or the colleges. However, members of the PAP staff are always available to provide recommendations and guidance regarding best practices in website development, writing for the Web, and other electronic media.

How we can help you:

- **Web page/site development** – We assist with Web page and site development for the colleges and the district and work in conjunction with ITS on all projects.
- **Web content development** – We can help you publish your content and images in a way that will get read.
- **Web maintenance and training** – While PAP has the ability to make edits to Web pages on the RSCCD website, it is your division or department's responsibility to ensure that your Web page content is up-to-date. We can assist with SharePoint training; appointments can be made by calling (714) 480-7319.
- **Accessibility analysis** – We can work with you to make sure that all your Web pages are accessible to people with disabilities.