



**Policy: Public Relations**

Policy Type:	College	Policy Number:	TBD
Policy Owner:	President	Approved by BOG:	2/25/2020
Accepted by PC:	11/21/2019	Revised:	<a href="#">Click here to enter a date.</a>
Review Schedule:	Every Three Years	Reviewed:	

New Policy:       Revised (removed procedures):       Rewritten:       Condensed:

Background/Reason (related to checked box above)

Policy
<p>Central Arizona College (CAC) recognizes the need for effective public relations to enhance internal and external communication initiatives that will advance CAC’s mission, strategic plan and brand. This includes but is not limited to the development, design, preparation and coordination of college publications and promotional materials; coordination of college advertising, marketing &amp; media relations, social media; and the design and maintenance of the CAC website. The College President or designee is responsible for establishing procedures to implement and maintain an effective program to ensure organization, order and continuity in achieving public relations objectives.</p>