



Opportunity Lives Here

Southern Virginia Higher Education Center Policy

Policy #2102

Policy Title: COMMUNICATIONS POLICY

Responsible Oversight Director: Chief Finance & Operations Officer (CFOO)

Date of Current Revision or Creation: October 31, 2013

A. PURPOSE

The purpose of this policy is to establish the guidelines under which the Southern Virginia Higher Education Center (SVHEC) will communicate information about its programs and services to stakeholders and the general public.

B. AUTHORITY

Virginia Code Section 23-231.24-29, as amended, grants authority to the Board of Trustees to establish rules and regulations for the institution. Section VIII (E) of the [Board of Trustees Bylaws](#) grants authority to the Executive Director to implement the policies and procedures of the Board relating to the SVHEC operations.

The policies of the SVHEC fall within the following framework and hierarchy and, therefore, are subject to compliance with laws and regulations instituted by higher levels of authority:

1. Federal laws and regulations
2. State laws and regulations
3. Board of Trustees policies
4. **SVHEC policies**
5. Departmental policies and procedures

In the event of a conflict between different levels in 1 through 5 above, the lower numerical heading shall take precedence over higher numerical heading.

C. DEFINITIONS

Acronym – A word formed from the initial letters of a name and used as an identifier. The acronym to be used for the Southern Virginia Higher Education Center is (SVHEC).

Logo – A single piece of type containing two or more letters, a trademark, company symbol, etc. used as an identifier and for advertising.

Press Release – Information supplied to reporters; an official statement or account of a news story that is specially prepared and issued to newspapers, magazines, radio and television stations, and other news media for them to make known to the public.

Programmatic Initiative - A set of coherent activities with a final goal and one or more programmatic objectives, and which has specific resources (human, financial, material) available to achieve the objectives to the attainment of the goal.

SVHEC Style Guide – Establishes rules and standards for an accurate and consistent presentation of the SVHEC logo and visual branding materials.

SVHEC Community – The community by definition includes, but is not limited to, the SVHEC staff, partners, students and others who are impacted by the policy under consideration.

Tagline - The catchphrase or slogan associated with the SVHEC branding initiative.

D. SCOPE

This policy applies to all SVHEC staff, partners' colleges and universities offering programs and courses at the SVHEC and those agencies offering services to students of the SVHEC. SVHEC policies are located on the website, www.svhec.org. Any questions regarding the applicability of this policy will be brought to the attention of the Communications and Portfolio Manager.

E. POLICY STATEMENT

The Board of Trustees of the Southern Virginia Education Center has deemed the acronym "SVHEC" to be the official one of the agency. The acronym should be used in internal and external communication, and especially in official documents and presentations.

The SVHEC's logo must be used on all materials developed for public consumption including, but not limited to, brochures, flyers, presentations, and business cards. Either the long form or the short form may be used at the user's discretion. The logo must be used in accordance with the approved SVHEC Style Guide also available on SharePoint.

The approved SVHEC tagline is “Opportunity Lives Here”. The tagline should be used on materials for public consumption, and in accordance with the approved SVHEC Style Guide.

When letterhead is needed, only the approved templates for letterheads and envelopes should be used and printed on the provided paper. These templates are available on the Communications tab on SharePoint. Official business cards must be ordered through the Finance Department. Card styles and options may not be edited or changed without pre-approval from the Communications Manager. Reference the SVHEC Style Guide for examples.

All documents for public consumption must be properly and appropriately proofread and edited for errors before being released. It is the writer’s responsibility to ensure his/her documents are error-free. The Communication Manager and the appropriate SVHEC Director are to be given a final draft of all brochures, flyers, and press releases before publication or release to the media. It is essential that the SVHEC ‘brand’ is consistently and correctly represented to the public. The Communications Manager is responsible for ensuring documents released to the general public are error-free, and are aligned with approved SVHEC policies.

Any program or event being advertised needs to be clearly advertised as a programmatic initiative of the SVHEC. To that end, the name of the program or event should be followed by the identifier, “An initiative of the Southern Virginia Higher Center (or SVHEC if there are space constraints).”

Examples: R&D CAMEE is an initiative of The Southern Virginia Higher Education Center; The Volunteer Literacy Program is an initiative of the SVHEC. There are a number of programs and events that are developed, coordinated, and promoted by the SVHEC and its talented staff. Unfortunately, the general public may not readily make the connection between an event or program and the SVHEC. The simple listing of the agency’s name and address is insufficient, because of the number of non-SVHEC events that are held within the facility.

F. RELATED INFORMATION

[SVHEC Style Guide](#)

¹Procedures are not a part of the policy document. They are maintained separately.

POLICY HISTORY

Director Policy Review Committee & Policy Responsible Oversight Director - Approval to Proceed:

Patricia M. Nelson

Responsible Oversight Director's Signature

7/1/2013
Date

Executive Director – Provisional Approval of Policy:

Betty A. Adams

Executive Director's Signature

7/1/2013
Date

Date of Presentation to Board of Trustees:

Date of Approval by Board of Trustees:

Default Approval Date (if necessary):

Board of Trustee – Approval of Policy:

Chairman's or Designee's Signature

Date

Policy Revision Dates: October 31, 2012, December 18, 2013

Scheduled Review Date: December 18, 2018

