



Communications Policies and Procedures Guide

Office of College Relations
and Advancement

Communications Guide - Policies and Procedures

Introduction

A successful college image is much more than a logo; it includes everything we say about ourselves, how we present ourselves, how we treat students, and the images and words we use. All of these interactions are very important in shaping the public's perception of SUNY Delhi.

People form an opinion every time they view something that carries our image or hear the words "SUNY Delhi." If we put forth a positive, consistent image in our communications, our actions will match what we stand for, and SUNY Delhi's integrity and stature will continue to grow.

SUNY Delhi's image is built in accordance with college policy:

The Office of College Relations and Advancement is charged with the leadership and oversight of the college's public image and assuring the consistency and quality of that image in all college communications that reach internal and external audiences. This includes logos and marks, visual identity, style, usage, media relations, crisis communication, the college's web site, internal campus communication, campus distribution of mass email, community relations activities, displays, and signs.

College Relations and Advancement shall develop standards, guidelines and procedures necessary for the effective management of college communication efforts, and shall routinely communicate these to college departments.

This guide serves as a resource to the campus community to help everyone work toward communications that are consistent and effective and further enhance SUNY Delhi as a great place to learn, work and live.

College Relations and Advancement Contacts

Office of College Relations and Advancement
Bush Hall 142
General phone: 607-746-4520

Joel Smith
Vice President for College Relations and Advancement
607-746-4520
smithjm@delhi.edu

Kim MacLeod, APR
Director of Communications and New Media
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macleokm@delhi.edu

Jill Reid
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Keyboard Specialist 1
607-746-4521
hoepfntl@delhi.edu

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607-746-4600
kocheraa@delhi.edu

Media Relations

Public awareness and support of SUNY Delhi and its activities are enhanced through the maintenance of good working relationships with the media and public. SUNY Delhi's Office of College Relations and Advancement strives to disseminate information in a cooperative and coordinated manner to those who request assistance. SUNY Delhi's media policy is based on a commitment to supply accurate and timely information for which the media and public have a just and reasonable claim.

The Office of College Relations and Advancement shall be responsible for contact with the news media, including creation and distribution of information relating to general college news or topics requiring an institutional response. Some designees may be authorized by College Relations and Advancement to distribute specific information to the media. News releases related to the college or its respective units shall be edited, approved and distributed by College Relations and Advancement. News conferences shall be coordinated by or through College Relations and Advancement.

The College President, Vice President for College Relations and Advancement and the Director of Communications and New Media serve as spokespersons and convey the official college position on issues of general college-wide impact or significance, or of a controversial or sensitive nature. Inquiries from the media regarding such issues should be immediately referred to the Office of College Relations and Advancement. The President, Vice President for College Relations and Advancement or Director of Communications and New Media may designate another college representative to serve as a spokesperson when appropriate.

Faculty and staff are free to respond to requests from the media regarding their research, scholarship, teaching or professional expertise. In such cases, faculty and staff are asked to notify the Office of College Relations and Advancement to ensure a coordinated response if other college representatives are contacted on a similar issue. This also assists the Office of College Relations and Advancement in building relationships with various media and highlighting the college's notoriety.

Should a member of the media contact a faculty or staff member and ask to speak about SUNY Delhi or matters related to the college, faculty and staff and/or students, the inquiry should be referred to the Office of College Relations and Advancement. The authorized spokespersons for SUNY Delhi are:

President Candace Vancko
607-746-4090

Joel Smith
Vice President for College Relations and Advancement
607-746-4522

Kim MacLeod
Director of Communications and New Media
607-746-4520

When a Reporter Calls

Guidelines for communicating with the media when issues are non-controversial and limited to the faculty or staff member's area of expertise:

- Obtain the name of the person calling, the media organization, all contact information, and, if available, the anticipated time of release of information in print or broadcast.
- Notify the Office of College Relations and Advancement with applicable information.
- Return all inquiries as soon as possible. Media outlets are working on tight deadlines and will seek another source if calls are not returned.
- Do not feel compelled to conduct a phone interview or in-person interview. If you would like to think before answering, ask the reporter to email specific questions. In most instances, this will be acceptable to the reporter if you are providing information in a timely manner.
- Consult with the Office of College Relations and Advancement prior to answering any inquiries. We are here to help.
- Answer only the questions that are asked. Do not elaborate.
- Do not speculate. It is okay not to know the answer to a question. Avoid "no comment," as it has a negative connotation.
- Make sure the reporter understands your answers. In many cases, you are the expert educating the reporter, and in turn, the media outlet's audience.
- Remember you are representing SUNY Delhi. Personal opinions should be clearly and carefully identified as such.
- There is no such thing as "off the record." Expect that anything you say to a reporter will be printed.
- Provide your best contact information for follow-up questions.
- Issues that should not be discussed with reporters include legal issues, personnel issues, matters of college integrity, campus crises or emergency situations. Refer all such inquiries to the Office of College Relations and Advancement.
- Any inquiries involving specific students are subject to FERPA regulations (see below) and should be directed to the Office of College Relations and Advancement.
- Any inquiries involving specific faculty or staff members should be directed to the Office of College Relations and Advancement.

Family Educational Rights and Privacy Act of 1974 (FERPA)

College students' rights of privacy and access regarding their educational records are articulated in the Family Educational Rights and Privacy Act of 1974 (FERPA), commonly known as the Buckley Amendment. The Act helps protect the privacy of student records by requiring that institutions limit the disclosure of information from these records to third persons, notify students (or their parents, if dependency has been established) of the rights to review the students' educational records and the right to seek correction of information contained in the records.

The Buckley Amendment deals only with educational records. Its provisions extend protection to students enrolled or formerly enrolled in higher education institutions regardless of whether they are 18 years old. Except in the case of dependent students, parents have no access to the records of students in post-secondary institutions. Although FERPA provides students the opportunity to challenge the accuracy of their educational records, it does not permit students to challenge grades or other evaluations of academic performance.

Institutions must allow individuals to inspect their transcripts and other educational records, but they are not required by FERPA to issue to students certified copies of students' transcripts. Institutions also may withhold copies of the transcripts of students who have defaulted on college loans or who have not met their financial obligations to the institution. Harmful and improper university disclosure of a student's record may sustain a claim of violation or privacy rights in states whose laws extend the right of privacy to student records. Inquiries regarding this policy and requests for a complete policy statement are to be directed to Records and Registration, Bush Hall 124, 607-746-4560.

SUNY Delhi has designated directory information, according to FERPA as Amended, to be the student's: 1) full name; 2) campus or local address; 3) local telephone number; 4) home address; 5) major; 6) department; 7) dates of attendance; 8) date(s) of graduation; 9) degree(s) awarded; 10) awards; 11) full-time/part-time status; 12) birth date; and 13) e-mail address. This information can be released with prior written consent from the student. All other educational records will be released only under compliance with FERPA. Students currently enrolled at SUNY Delhi may object to the release of certain categories of "directory information" pertaining to them by providing written notification to College Relations and Advancement, Bush 143, within 14 days following the first day of classes each semester.

Emergency situations will be reviewed on a case-by-case basis.

Freedom of Information Law (FOIL)

New York State's Freedom of Information Law (FOIL) pertains to the public's right to review certain government records. The Committee on Open Government is an office of the New York State Department of State, which it oversees all aspects of FOIL across the state. A request to see records may be made via the United States Postal Service or email. Whenever possible, SUNY Delhi will supply electronic records in response to email requests. All record requests should be as specific as possible so that the college may easily identify which records maintained by SUNY Delhi are responsive to the inquiry.

All FOIL requests may be addressed to:

Joel Smith

Vice President for College Relations and Advancement

Bush Hall 142

SUNY Delhi

Delhi, NY 13753

607-746-4522

smithjm@delhi.edu

FOIL Frequently Asked Questions

What happens to requests when received?

Requests are date stamped and recorded for our records and the department or office responsible for the records sought is notified of a request for those records. The department or office will then identify and locate the records requested. These are reviewed according to the request and compliance with the Freedom of Information Law. The materials are duplicated and sections that are determined to be non-releasable are blacked out. Dated or lengthy records may take some time to assemble.

How soon can I expect an answer?

The records access officer will mail or email the requestor an acknowledgement within five business days of receipt of the request. If time to research or compile the records requested is required, the requester may be informed that a response will be provided within 20 business days. If notice of completion of the request has not been received within 20 business days, the requestor should contact the records access officer listed above.

What items are exempt from disclosure?

Public Officers Law Article 6, Section 87(2), includes conditions for denial of access. Some of the most common requests that involve exemption from disclosure are:

- Anything that may result in an unwarranted invasion of personal privacy (for example: home telephone numbers, home addresses, and Social Security numbers)
- Trade secrets – records that, if released, could cause harm to the competitive position of a business or enterprise
- Information gathered for law enforcement purposes which, if disclosed, could interfere with due process
- Lists of names and addresses which would be used for commercial or fundraising activities

Please be advised that the Freedom of Information Law pertains to access to existing records. SUNY Delhi is not required to create a record containing information sought when one does not exist, or to compile existing records.

What if I want to appeal a determination that some or all of the records that I have requested are being withheld?

When SUNY Delhi does not respond timely to a FOIL request, or if a request for access to records has been denied in whole or in part, an appeal may be filed with the FOIL Appeals Officer. An appeal should be sent in writing to the following address:

FOIL Appeals Officer
State University of New York
State University Plaza
Albany, NY 12246

Once an appeal is received, the FOIL Appeals Officer will mail an acknowledgement of its receipt to the individual filing the appeal. The FOIL Appeals Officer will conduct an independent review of the records that were withheld.

The FOIL Appeals Officer will issue a final determination. If the determination is to release records, the individual filing the appeal will be notified of the cost of reproducing the records and, alternatively, where he or she may review the records.

Emergency Communication

SUNY Delhi has an emergency communication plan that is part of the college's larger emergency crisis plan. SUNY Delhi's emergency crisis team works with the Office of College Relations and Advancement to coordinate the release of all information to the media and other internal and external publics in the event of a major emergency.

The following is authorized to use the automated New York Alert System on SUNY Delhi's behalf to distribute emergency messages.

The Office of College Relations, collegerelations@delhi.edu, 607-746-4520

Campus Communication/Mass Email

It is the policy of SUNY Delhi to coordinate mass emails to the entire campus through the Office of College Relations and Advancement.

If you have something to convey to faculty and staff, consider sending your message through *Delhi Today*, an electronic newsletter sent via email and published by College Relations and Advancement that provides faculty and staff with a quick, easy-to-read look at campus news and special events each day.

To send a message through *Delhi Today*:

- The event or activity must be college-related or sponsored by a college-affiliated club or organization
- Keep the message succinct to increase readability
- Attachments cannot be included, so please provide a link to a web page to provide additional details
- Submissions must be made by 4 p.m. the day prior to publication
- Items must be submitted via email in a Word or text format to Tracy Hoeppner at hoepntl@delhi.edu

College Relations and Advancement reserves the right to edit submissions. To keep the news fresh in *Delhi Today*, items can appear a maximum of three times, but no more than twice in one week. *Delhi Today* Extras are used only for emergencies or events that occur after it has been distributed. It is not to fix errors or omissions.

Some messages regarding technology use may be sent by Computer Information Services via email.

Email messages to students should be sent to Elizabeth Outsen at outsene@delhi.edu.

Photography and Recordings

The Office of College Relations and Advancement is responsible for maintaining an archive of college photos for use in publications and on websites.

In accordance with SUNY policy, faculty and staff who wish to contribute to the marketing and promotion of SUNY Delhi and take photographs, video recordings, audio recordings, or any other electronic or digital method of recording, must ask their subjects to sign the college release agreement (Hyperlink to form).

If it is logistically impossible for all subjects to sign the above form (for example at a campus-wide event), they must be notified that their likeness will be captured. Below are some examples of how to remedy this.

Notification Language at Entry to Event

Attendance at this event constitutes an agreement to SUNY Delhi's use and distribution, now and in the future, of the attendees' image or voice in photographs, videotapes, electronic reproductions, or audiotapes of the event. If you have questions or concerns, contact the Office of College Relations and Advancement at 607-746-4520. (If you use this method, you must photograph the notice as it is posted on the day of the event. Please keep this photo on file with the event's photos.)

Invitation Language

A photographer will be taking photographs at the upcoming [College Event]. Your attendance at the event constitutes agreement to the college's use and distribution (now and in the future) of your image or voice in photographs, videotapes, electronic reproductions, or audiotapes. If you have questions, contact Office of College Relations and Advancement at 607-746-4520.

Do not assume that any photo that appears on the web is free to use. Please consult with the Office of College Relations and Advancement before "borrowing" a photo for use on the college site or in official publications.

Printing

Please remember the following before submitting your work for printing: All publications, brochures, etc. that will be distributed off campus and/or utilize the college logo must be reviewed by College Relations and Advancement prior to submitting for printing to ensure consistency of messaging and adherence to college graphic and visual identity standards. Authorization can be obtained by contacting the Office of College Relations and Advancement at 607-746-4520.

Business Cards

Business cards serve to introduce both the individual and the college, and SUNY Delhi's cards have been designed with that in mind. They have a distinctive look that is consistent with the college's overall visual identity program. They also follow a standardized format.

To request business cards, please fill out a Business Card Request form found online [http://www.delhi.edu/administration/human_resources/Business Card Request.pdf](http://www.delhi.edu/administration/human_resources/Business_Card_Request.pdf) or

obtained by visiting the Office of College Relations and Advancement, 143 Bush Hall. This request should be pre-approved by your supervisor and then emailed to Tracy Hoepfner at hoepfntl@delhi.edu or sent to the Office of College Relations and Advancement to begin the production process. All business cards will be delivered to the office specified on the business card unless otherwise directed by you or your supervisor.

Electronic Letterhead

A SUNY Delhi letterhead template is available for authorized faculty and staff use. Please contact Kim MacLeod at macleokm@delhi or 607-746-4603 to make a request.

Social Media

SUNY Delhi encourages appropriate use of social media as a method for communicating ideas and information, and as part of its educational mission. The college's policy on social media is as follows:

SUNY Delhi provides access to the World Wide Web for all of its employees as a privilege and in many cases a necessity to meet the responsibilities of their job. This includes the use of social networking sites, and access to an array of wikis and blogs-and even permission to write a blog of one's own-as part of one's professional activities. The college defines "professional activities" as those that advance the college's mission of education, research and public service.

In light of that definition, each employee is reminded that when he or she blogs, contributes to a wiki or accesses a social networking site with a SUNY Delhi email address, the employee is a representative of the college and must act accordingly. That means an employee can access such sites as Facebook or MySpace to communicate with students, faculty, staff or other professional colleagues in matters related to their teaching and/or professional responsibilities at SUNY Delhi.

Employees who use a SUNY Delhi email account must consult their supervisor and/or dean in advance of their intention to use social networking sites. In addition, staff or faculty using a SUNY Delhi address to create or post comments to blogs or wikis, or who reference their professional affiliation to SUNY Delhi, should include this disclaimer: ***The comments and or postings on this site are my own and don't necessarily reflect SUNY Delhi's opinion, strategies or policies.***

Some activities that would NOT be considered acceptable uses of the Internet from a SUNY Delhi account include, but are not limited to:

- Posting items anonymously or under a pseudonym
- Conducting personal social relationships unrelated to college activities
- Using and creating an account with dating and/or matchmaking sites
- Engaging in partisan political fundraising activity
- Engaging in online gambling
- Posting comments or writing blogs that are obscene or untrue
- Using social networking sites or blog postings to harass others
- Selling goods or services for personal financial profit

If individuals on campus wish to use personal email accounts on social networking sites, wikis or to maintain a blog, the college encourages its employees to keep the following in mind:

Blog at your own risk: When you air your personal opinions via a blog or a social networking site, you are legally responsible for your commentary. Outside parties actually can pursue legal action against you for postings. Please note that SUNY Delhi will not indemnify an employee for anything she or he writes on a wiki or blog, either under the SUNY Delhi email account or a private one. Furthermore, SUNY Delhi reserves the right to take personnel action against any employee who uses the Internet with campus equipment or email addresses for illegal or inappropriate activities. Social network, wiki and blog postings may generate media coverage—be prepared to attract media interest and observe the SUNY Delhi policy, summarized below, for fielding queries from reporters.

Be thoughtful and accurate in your posts regarding the college and colleagues. All college employees can be viewed as representatives of SUNY Delhi—even if they use non-campus addresses—and that can add significance to your postings/comments. Be discreet, respectful, gracious and as accurate/factual as you can be in any comments or content you post online. Take particular care of spelling, punctuation and grammar—it DOES reflect on you professionally, as well as on the college.

Blogs and wikis often attract the attention of reporters and you may find a member of a media outlet, whether print, broadcast or Internet site, contacting you for additional comment about a subject in your postings or area of expertise. College Relations and Advancement strongly urges faculty and staff to refer all such media queries directly to the College Relations and Advancement office prior to responding to such queries. Queries directed to staff must be handled in collaboration and consultation with the Office of College Relations and Advancement.

College Name

State University of New York at Delhi or SUNY Delhi are the official names for the college as recommended by faculty and staff in 2002 and formally adopted by the President's Cabinet. These are the only two names that should be used when communicating with prospective students, current students and their families, as well as alumni, the community and public officials.

College Logo

The SUNY Delhi Graphic Identity Standards Guide has been developed to assist the campus community in using the college logo. Please refer to the graphics standards manual <http://www.delhi.edu/administration/advancement/identity/manual.php> for the best information for use. Logos and form templates are available for download at <http://www.delhi.edu/administration/advancement/identity/logos/index.php>.

Printing of the logo in alternate colors, shapes, sizes and fonts requires prior approval by the Office of College Relations and Advancement.

The logo should never be used to imply endorsement of a product or service not provided by SUNY Delhi, or incorporated into another logo, without prior approval by the Office of College Relations and Advancement.

Use of the logo by other than authorized college employees is prohibited unless approved in writing by the Vice President of College Relations and Advancement. Likewise, the development of additional logos for departments, functions of the college, etc. must be approved in advance by the Vice President of College Relations and Advancement.

Authorization and additional information is available by calling the Office of College Relations and Advancement at 607-746-4520.

Athletic Logo

The athletic logo, the Bronco, may be used only by the Athletic Department, Campus Store or by special permission from the Office for College Relations and Advancement. It should not be used in place of, or alongside of, the SUNY Delhi logo. The Bronco is a unique symbol for the college's athletic teams, and as such, should not be used to represent academic or administrative units of the college, nor by individuals employed by the college. Exceptions for athletic-related events must be approved by the Office of College Relations and Advancement.

Web Policy

The SUNY Delhi World Wide Web Home Page (<http://www.delhi.edu>) is an official publication of SUNY Delhi.

Statement of purpose:

The web is SUNY Delhi's face to the world. Its role is to position the college as an educational leader to key publics, including prospective students and their families, counselors, alumni and friends, and the community. Student recruitment is the primary purpose of the web. Marketing/engagement/revenue generation of alumni and friends is the second priority. Serving current students and the community is the third priority.

Unless otherwise indicated, all materials appearing on the Home Page or subsequent official home pages of specific departments/divisions, including text and photographs, are copyrighted and cannot be reproduced without written permission from College Relations and Advancement. Home pages linked to the SUNY Delhi Home Page may be created by academic departments, divisions, programs, or centers, administrative departments, or recognized student groups. Individual members of the faculty and staff may create their own home pages, but must link them through their department/division's home page.

SUNY Delhi does not host students' pages other than those approved by student organizations.

Advertising

All advertisements for SUNY Delhi, its programs and events, must be approved in advance by the Office of College Relations and Advancement. Final submission of the advertisement will be done by the Director of Communications and New Media in conjunction with the requesting department or individual. The department or individual placing the advertisement, in combination with the Director of Communications and New Media, is responsible for proofreading and fact-checking the content prior to submission. The Office of College Relations

and Advancement will assist in advertisement layout and design on a case-by-case basis and will work with the department to arrange payment.

Government Relations

The Office of College Relations and Advancement advocates for SUNY Delhi, works to build and strengthen relationships with elected and appointed state, federal and local officials, and provides information to decision-makers to assist them in setting policies that affect the college and higher education in general.

Activities include:

- Representing and advocating on behalf of SUNY Delhi for funding and policy initiatives to federal, state and municipal government and agencies
- Informing SUNY Delhi personnel about issues coming before the legislature affecting the college
- Developing and responding to funding and policy initiatives
- Assisting SUNY Delhi personnel with interactions and events involving elected officials
- Planning and coordinating educational experiences for students, faculty and staff interacting with legislators

The Office of College Relations and Advancement is available to assist staff in preparing for any meetings with elected or appointed government officials, and appreciates advance notice of any visit by such officials to campus. College faculty, staff and students who meet with elected or appointed officials as independent citizens should not represent themselves as stating official positions of SUNY Delhi. Those wishing to advocate on the behalf of the college during a personal visit with a government official should consult with the Office of College Relations and Advancement for assistance with preparation and clarification of college positions.

Coordination of messages to federal, state and municipal government representatives is the key to effective government relations. The policy that guides SUNY Delhi's government relations is:

Any correspondence by college employees with public officials can be deemed as lobbying and present a threat to SUNY Delhi's local, state or federal funding. No SUNY Delhi employee may directly contact a legislative representative for the purpose of conducting SUNY Delhi business, promoting college policy or inviting a legislative representative to a campus event without prior consultation with the Office of College Relations and Advancement.

Inquiries from government officials and their representatives to visit SUNY Delhi or utilize campus facilities should be referred directly to Joel Smith, Vice President for College Relations and Advancement, at 607-746-4522 or smithjm@delhi.edu.