

STATE BOARD FOR COMMUNITY COLLEGES AND OCCUPATIONAL EDUCATION

October 12, 2022

TOPIC: Board Policy 10-10, Official Communications

PRESENTED BY:

Angela Gramse, General Counsel

Fiona Lytle, Chief Communications Officer

RELATIONSHIP TO THE STRATEGIC PLAN:

Redefine our value proposition through accessibility, affordability, quality, accountability, resource development, and operational excellence.

EXPLANATION:

As part of CCCS' five-year policy and procedure review process, Legal is looking at the overall structure based on "Series" placement and makes recommendations to provide better alignment based on topic area.

Currently, Communications and Marketing does not have its own series section in the overall organization of the Board Policies and System Procedures. CCCS is recommending a Series 10 be adopted, titled "Communications and Marketing".

Further, over the course of the five-year review cycle, policies and procedures relevant to this topical area will be renumbered and transferred over to Series 10.

With that in mind, CCCS is recommending a new Board Policy 10-10, Official Communications, be created to set the high-level expectation that all communications sent out on behalf of the Board and CCCS is quality controlled and is consistent, accurate, and efficient with its mission and priorities.

This policy will delegate authority to the System Chancellor to formalize procedures as necessary.

The attached BP 10-10 reflects the non-substantive as well substantive and editorial changes. A redline version showing the details of all revisions is available upon request.

RECOMMENDATION:

CCCS Staff recommends the Board approve the revisions made to BP 10-10.

ATTACHMENT(S):
BP 10-10 FINAL