



MORTON COLLEGE BOARD POLICY

Illinois Community College District No. 527

TITLE: Publications and Publicity

NO. 2.7

SECTION: Administration

PAGE: 1 of 1

The preparation and release of all information concerning the college intended for general distribution, unless otherwise authorized by the President, will be supervised by the Office of the President, which may work in conjunction with a publicist, and shall be used as a clearing house to avoid the duplication of materials that are released to the public and maintain a consistent policy with regard to the standard and quality of publicity and publications.

All promotional advertising purchased by the College for any medium and in any form shall be for the sole purpose of marketing the College. Promotional advertising is defined as any form of advertising purchased to advance the College name, image, educational programs and courses, activities, special events before the public and to increase enrollment. Such advertising shall be prepared and placed by the Office of the President. The College shall not engage in advertising solicited by organizations not affiliated with the College whose primary purpose is fund raising, good will or charitable contribution.

DATE APPROVED BY BOARD OF TRUSTEES: July 28, 1983; December 19, 2018

DATES REVISED: December 15, 2010

REVIEWED DATES: November 28, 2018

ILLINOIS COMMUNITY COLLEGE DISTRICT NO. 527