

**MAINE COMMUNITY COLLEGE SYSTEM**

**PUBLIC RELATIONS  
Section 601**

**SUBJECT: COORDINATED PUBLIC RELATIONS**

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**PURPOSE: To coordinate the release of public information pertaining to System policies, initiatives, and funding**

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**A. Introduction**

The MCCS System Office and colleges shall help promote a general citizen understanding of the offerings, mission, services and value of the MCCS.

**B. Role of the System Office**

The MCCS Public Affairs Office serves as the primary contact with the news media and the general public in matters concerning the Board of Trustees, the System Office, and System-wide policies and initiatives. All press releases, publications and other materials prepared for public distribution that include information other than routine references pertaining to the Board of Trustees, the System president, or MCCS policies or initiatives must be reviewed and approved by the MCCS Public Affairs Office prior to their release.

**C. Role of the Colleges**

The colleges are responsible for developing and implementing public information efforts specific to their colleges and tailored to their individual college needs. These efforts must comply with state and federal laws, and MCCS policies. Official policies of the MCCS Board of Trustees must be recited accurately when included in college publications.

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REFERENCES: 20-A M.R.S.A. §12706(1) and (4); and §12709(2)

DATE ADOPTED: June 24, 2009

DATE(S) AMENDED: