# Green River College PRFR Report Appendix 2.D.1

**2.D.1 The institution represents itself clearly, accurately, and consistently through its announcements, statements, and publications. It communicates its academic intentions, programs, and services to students and to the public and demonstrates that its academic programs can be completed in a timely fashion. It regularly reviews its publications to ensure accuracy and integrity in all representations about its mission, programs, and services.**

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- o <u>GA-29 Web</u> 6/1/2013
- o <u>Communications & Media Relations</u>

**Section 2: Links to program information that demonstrate clear information about time to completion for programs**

- o GRC Program Catalog that demonstrates required credits for each program: <u>Programs of Study - Green River College - Modern Campus Catalog™</u>

**Section 3: Description of procedures or process for reviewing published materials about services available to students**

- o GRC relevant information about reviewing published materials , webpage indicates "constantly updated to provide fresh content and opportunity for reader interaction", <u>Communications & Media Relations</u>

**Section 4: Description or evidence of recruiting practices that ensures accurate information is provided to prospective students**

- o GRC Marketing Strategy and Plan: *CONVERSION STRATEGY - 4. Partnership with Recruitment & Outreach (page 12-13)*
- o <u>Public Information</u>

# 2.D.1 EV.#1 / Section 1

# <u>GA-22 College Publications</u> – 2005

Current Students    Faculty & Staff    Give to GRC ♡    Quick Links

# GA-22 COLLEGE PUBLICATIONS

**Purpose**
To inform the campus community of the rules regarding campus publications aimed at potential students and the community-at-large.

**Scope**
Covers all marketing materials created by staff, faculty and administration. (Exceptions are made for student services materials.)

**Definitions**
Printed or Web matter in which the college logo appears and which represents the college to the public, or invites participation in a college program or event that commits the college to perform an action or event.

Institutional Publications include, but are not limited to: the catalog, quarterly class schedules (Fall, Winter, Spring Summer, Pre-Fall), Viewbook, program information guides, student handbook, part-time faculty handbook, telephone directory and commencement brochures. Each of these publications has their own approval process and timelines.

Departmental Publications include: printed materials representing an entire college department such as brochures, flyers, or posters. Dean, dean's delegate or director must approve content. If there's curricular information, the Curriculum office must review.

Individual Publications include, but are not limited to: business cards, letterhead, forms, course information including syllabi, and promotional flyers for individual courses.

**Policy and/or Procedure**

In general, the appropriate dean, dean's delegate, or director must approve informational and promotional content.

In addition to dean, dean's delegate, or director approval, publications that contain information about academic programs, credit course of instruction and degrees must be approved by the Curriculum Office.

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## Title IX Training Documents

Welcome to our Title IX Training Documents section, where transparency meets commitment. We proudly share comprehensive materials rooted in legal compliance and the principles of diversity, equity, and inclusion. These resources, designed for our Title IX Coordinator, are publicly accessible to promote awareness

The approval process for business cards, letterhead, notepads, faxes, memos and other internal publications such as programs or posters used for commencement, lectures, musical, theatrical, art or athletic events is the responsibility of that department's dean or director. The Publications Office will not require proof of approval to produce these publications.

All publications produced on campus must be dated. This may take the form of a small mm/yy in the bottom corner of the back page. This will help to insure the updating of all information released to the public.

### *To Initiate a New, Large, or Complicated Publication*

1. Pick up an Editorial Checklist at the Publications Office Communication Center, RLC 148.
2. Use this form to ensure that ALL appropriate information is included in the text that you submit to Publications.
3. Get approvals If you have credit course, program or transfer information, the Curriculum Office MUST approve it. A dean, his or her delegate, or a director must also approve all departmental publications.
4. Schedule a meeting with the Publications Office to utilize the Creative Brief. This written document will help us produce the content and images that convey your message.
5. Fill out a Service Request form for all Publications Office jobs including requests for photos. (The Duplicating Request is a separate form for jobs produced in the Print Shop.)
6. Bring all forms and approved copy to the Publications Office and drop off. You must also submit all text for new jobs, or major revisions, to the Information Specialist, by disk or e-mail attachment, in Word for PC format.

### *For Minor Changes*
*Minor changes refer to reprints or updates of items such as stationary, flyers and brochures.*

1. Provide a marked-up copy of relevant item along with a Service Request form. Deliver to the Publications Office.

### *For Major Revisions or any Change that Affects Program or Credit Course Information*

1. Use the Editorial Checklist, and Service Request form.
2. Get Curriculum approval, and then bring all materials to the Publications Office.

### *Proofing Process*
When a proof is ready for your review, you will be notified by e-mail and/or telephone. Your proof will then be placed into a Proof Pick-up box, located at the Communications Center. If it has not been picked up within 2 working days, it will be sent to you through the inter-office mail.

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**Specific Authority**

**Law Implemented**

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**History of Policy or Procedure**
Draft:
Adopted: June, 2001
Revised: April 5, 2005
Reviewed by: Cabinet, Board of Trustees
Contact: Sue Berg, Publications Manager, ext. 3327
President's Staff Sponsor: April Jensen, Executive Vice President, ext. 2565

and empower our community. Explore the training documents below to support our commitment to a workplace free from discrimination.

TIX-Advisor Training

Title IX Coordinator 1- Course Slides

TIX-Day 1 Slides- Investigative Report Writing Workshop

TIX-Day 2-April Open Report Writing Workshop

TIX-Investigation 2 Day-Client Class

Title IX in a Post Reg World-Day 1

Title IX in a Post Reg World-Day 2

TIX-Hearings-Day 1 - Oregon Alliance

TIX-Hearings-Day 2- Oregon Alliance

TIX-Aug-Open Training Trauma Informed Investigations Training

TIX-Book T9 Coordinator-2 Day Client Class

# General Administrative Policies

- GA-1 Drug Free Campus
- GA-2 Tobacco Use
- GA-3 Mandatory Reporting of Child Abuse
- GA-4 Use of Photo Release
- GA-5 Prohibited Activities
- GA-6 Trespass
- GA-7 Distribution of Materials

# GA-26 Social Media - 1/10/2013

Current Students      Faculty & Staff      Give to GRC ♡      Quick Links

# GA-26 SOCIAL MEDIA

**Purpose**
To establish standards, responsibilities and authorized use of social media on behalf of Green River College.

**Scope**
All staff, faculty, administrators and students at Green River College.

**Definitions**

**Policy**
Green River Community College is committed to free and open expression and supports its faculty, staff and students in the use of social media to connect with each other and to accelerate teaching and learning.

These guidelines have been developed to assist the campus community in the safe, legal and appropriate use of any and all social media such as blogs, Facebook, Twitter, YouTube, LinkedIn and others. Because technology evolves constantly, these guidelines will be monitored and revised as deemed necessary.

*General*

- Social media accounts created on behalf of Green River Community College are the sole property of the college; creators and administrators have no ownership rights.

- Use of social media must comply with all applicable Green River policies, guidelines and regulations, including but not limited to:
  - Employee Acceptable Use of Technology and Data Policy
  - Use of Photo Release
  - Information Technology Security
  - Student Acceptable Computer Use Policy
  - Logo & Trademark Use and Compliance Guidelines
  - Copyright Infringement

- Development of a social media website for Green River requires authorization from the College Relations office prior

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to creating an account.

- All use of technology resources must conform to the Office of Information Technology's

- Acceptable Use of Technology and Data Policy. Nothing in this policy supersedes the standards set forth by the Office of Information Technology.

- Posting confidential information about Green River, its faculty, staff or students to any social media website is prohibited. Legal liability may arise for comments that are protected, proprietary, copyrighted, defamatory, libelous or obscene. Information learned through employment with Green River, such as closings, cancellations, emergencies or other non-public information is restricted until it has been officially announced by the College Relations Office or other authorized persons.

### *Guidelines*

- Communication through college-related social media is considered a public record and will be managed as such. All comments or posts made to a Green River social media account, walls or pages are public information.

- Green River employees and representatives who post on behalf of Green River must be mindful at all times of protecting the college's reputation and promoting the educational mission.

- No employee or student should be required, asked or permitted to use a private or personal account for the purposes of creating social media accounts on behalf of the college. All social media accounts created on behalf of the college must be linked to a department's administrative or resource email account - never a personal email account.

- More than one college employee must have administrative access to any social media account, including a representative from the College Relations office. Administrative access will be terminated upon the employee's termination, voluntary cessation of employment or assignment to another job.

- Green River trademarks and logos may not be used without approval. Contact Marketing & Communications for an approved logo and other images to ensure coordination with other Green River sites and content.

### *Social media site maintenance*

Social media sites must be maintained on a frequent and regular basis. Questions and comments received through social media must be responded to in a timely and appropriate fashion, preferably the same day.

Supervisors should determine who will be permitted to respond directly to users and whether prior approval is required before issuing a response.

### *Security*
Employees need to be aware of current and emerging threats that they may face using a social media website. Any questions or concerns should be directed to the College Relations Office at Ext. 3360 or marketing@greenriver.edu.

### Procedure

- Posting content on social media websites on behalf of Green River requires specific authorization. Supervisors are

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Title IX Coordinator 1-Course Slides

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Title IX in a Post Reg World-Day 1

Title IX in a Post Reg World-Day 2

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TIX-Hearings-Day 2- Oregon Alliance

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responsible for determining who will be permitted to post to the social media websites under their control.

- Employees using social media to communicate on behalf of Green River should be mindful that any statements made are on behalf of the college; therefore, employees should use discretion before posting or commenting.

- Communication should include no form of profanity, obscenity or copyright violations. It is also not appropriate to engage in arguments with members of the public who may be critical of the college. Citing or quoting colleagues or co-workers without their approval is prohibited.

- Confidential or non-public information should not be shared.

- Employees should always consider whether it is appropriate to post an opinion, commit oneself or the college to a course of action, or discuss areas outside of one's expertise. If there is any question or hesitation regarding the content of a potential comment or post, it is better not to post. Please consult the College Relations office at ext. 3600 for guidance.

- Anonymous posts are prohibited from staff, faculty or administration posting on behalf of the college.

### *Authorization*

To ensure that college-sponsored social networking sites are secure, appropriately used and managed through best practices, the College Relations office will be the primary authority and will:

- Oversee and confirm decisions regarding social media sites including authorization of sites

- Evaluate requests for usage

- Have final authority to edit or remove content within legal constraints per the Green River policy

- Verify staff being authorized to use social media tools

- Maintain a list of social media domains, active account logins and passwords

- Change passwords if employee is removed as administrator

- Ensure social media material is archived including providing a list of all social media URLS and contact information

**Specific Authority**

Drug-Free Workplace Act
Title IV--21st Century Schools, Part A—Safe and Drug Free Schools and Communities
The Higher Education Opportunity Act of 2008 (Public Law 110-315—August 14, 2008)

- This act requires institutions that both participate in any federal higher education programs and maintain on-campus housing to establish policy for reporting and categorizing crimes that are listed in the Jeanne Clery Disclosure and Campus Security Policy and Campus Crime Statistics Act (The "Clery Act"). Higher Education Resources and Student Assistance Programs for Drug and Alcohol Abuse Prevention (20 U.S.C. Section 1011), and the Hate Crimes Statistics Act (28 U.S.C. Section 534). This is enforced by the U.S. Department of Education (ED).

**Law Implemented**

**History of Policy or Procedure**
Draft: September 27, 2012
Adopted: January 10, 2013
Revised:
Reviewed by: Vickie Sheehan, Executive Director of College
Relations, ext. 3360
Contact: Vickie Sheehan, Executive Director of College
Relations, ext. 3360
President's Staff Sponsor: Vickie Sheehan, Executive Director
of College Relations, ext. 3360

- GA-29 Web Policy
- GA-30 PCI DSS COMPLIANCE POLICY
- GA-31 Sex Discrimination Investigation Procedure
  - *For incidents reported to have occurred on or after August 1, 2024.*
- GA-32 Employee Sex Discrimination Disciplinary Procedure
  - *For incidents reported to have occurred on or after August 1, 2024.*
- GA-33 Pregnancy and Pregnancy Related Conditions

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Resources

Contact Us

**STUDENT SUPPORT**

ctcLink
Student Email
My Green River
Navigate 360
Financial Aid
Holman Library
Center for
Transformational
Wellness
Student Remote
Access
Career & Advising
Center
Office of the
Registrar
Disability Support
Services
Counseling Services
e-Learning
Placement & Testing
Center
Register to Vote
MMIWP / WSP

**EMPLOYEE RESOURCES**

Human Resources
Institutional
Effectiveness
ctcLink Sign In
GatorNet
Curriculog (formerly
CAR/PAR)
Faculty eLearning
Canvas
Gator News
Employee Password
Reset

**CAMPUS SAFETY**

Emergency & Safety
Alerts
Just Report It

**CONNECT WITH GREEN RIVER**

**Facebook**
**Twitter**
**Youtube**
**LinkedIn**
**Instagram**

# <u>GA-19 Logo & Trademark Use Guidelines</u> - 1/10/2013

Select Language

Current Students     Faculty & Staff     Give to GRC 🤍     Quick Links

# GA-19 LOGO & TRADEMARK USE GUIDELINES

Home / Campus / policies-and-procedures / general-administrative-policies
/ GA-19 Logo & Trademark Use Guidelines

**Purpose**
To ensure proper use and application of the logo and trademarks associated with Green River College.

**Scope**
All staff, faculty, administrators and students at Green River College.

**Definitions**

**Policy**
This policy outlines the basic requirements for appropriate usage of the Green River College logo and trademark in design elements for any print publications, web content and promotional merchandise. This policy applies to faculty, staff, students, academic departments, administrative divisions/departments, alumni, informal groups, student organizations, and suppliers or manufacturers of commercial and non-commercial products. The Brand Standards Guide provides a comprehensive overview of all Green River logos and their proper use.

**Procedure**

*Guidelines for logo usage*

- *Permissions*
  In general, the name and logo should only be used on materials created or sanctioned by the school administration. Use of the logo by employees, students or alumni on materials for their individual use or for use to represent groups of students or alumni is not permitted without prior approval. Permission requests must be approved by the College Relations office.

- *Alterations*
  The Green River logo may not be altered in any way. The use of taglines, icons or graphics as logos for Green River is prohibited. When resizing the logo for applied use, the graphic properties must be scaled proportionally. The logo must not be stretched horizontally or vertically to fit a specific size. Please refer to the Brand Standards Guide for

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## Title IX Training Documents

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guidance, or contact Marketing and Communications for assistance with any difficulties with logo use.

***Unauthorized use***

Please note that the following uses are not permitted:

- Any use of the name or logo suggesting or implying a certification or seal of approval for activities, services and products.

- Any use of the name or logo as a component of an organization's own logo, trademark or other branding elements.

- Any use of the name or logo for the promotion or advertising of products, services and other activities intended to solicit business.

- Independent organizations or departments such as TRIO, Project TEACH, KGRG and KENU may have their own logo.

*Use in printed publications*

- On brochures, post cards, newsletters and other printed pieces, the college logo must appear prominently on the outside of the piece, either front or back.

- On stationery and business cards, the layout, typefaces and positioning of the logo and contact information may not be altered for personal choice or preference.

- Text must not appear behind, over or through the official Green River logo. Text may appear above, below or on either side of the official logo. The logo must never be tilted or upside down.

- Use of the abbreviation "GRC" in any printed document for public consumption is prohibited. When an abbreviation is necessary, "Green River" should be used instead.

Website and social media branding

Students and employees are encouraged to use an official registered logo on college web pages and affiliated social network sites. However, individuals including alumni must obtain approval from the Marketing and Communications department before using the college logo on personal sites and fan sites.

As with printed publications, the use of the abbreviation "GRC" on any website or webpage is prohibited.

Merchandise

To use a registered logo on merchandise (other than retail items in the Book Store) such as shirts, coffee mugs, gifts, etc., prior approval is required. For assistance with merchandise projects, please contact the College Relations department.

Employees of Green River are expected to adhere to the logo usage policy outlined above at all times. When using College logos and trademarks, the reference information contained in the Brand Standards Guide will serve as the official guideline.

If you have any questions about the proper use of the Green River logo, please contact the Creative Services department at creativeservices@greenriver.edu for assistance.

**Specific Authority**

**Law Implemented**

and empower our community. Explore the training documents below to support our commitment to a workplace free from discrimination.

TIX-Advisor Training

Title IX Coordinator 1-Course Slides

TIX-Day 1 Slides-Investigative Report Writing Workshop

TIX-Day 2-April Open Report Writing Workshop

TIX-Investigation 2 Day-Client Class

Title IX in a Post Reg World-Day 1

Title IX in a Post Reg World-Day 2

TIX-Hearings-Day 1 - Oregon Alliance

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- GA-1 Drug Free Campus

- GA-2 Tobacco Use

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- GA-5 Prohibited Activities

- GA-6 Trespass

- GA-7 Distribution of Materials

**History of Policy or Procedure**
Draft: 1988
Adopted: June 2001
Revised: January 10, 2013
Reviewed by:
Contact: George Frasier, Executive Director of
Development/Foundation, ext. 3338
President's Staff Sponsor: Vickie Sheehan, Executive Director
of College Relations

# GA-27 Copyright Infringement Policy - 1/10/2013

Current Students     Faculty & Staff     Give to GRC ♡     Quick Links

# GA-27 COPYRIGHT INFRINGEMENT

Home / Campus / policies-and-procedures / general-administrative-policies / GA-27 Copyright Infringement

**Purpose**
To ensure compliance with copyright law.

**Scope**
Any use of materials protected by copyright laws.

**Definitions**
*Fair Use Exemption Factors*: In determining whether the use made of a work in any particular case is a fair use, the factors to be considered shall include:

1. the purpose and character of the use, including whether such use is of a commercial nature or is for nonprofit educational purposes;
2. the nature of the copyrighted work;
3. the amount and substantiality of the portion used in relation to the copyrighted work as a whole; and
4. the effect of the use upon the potential market for or value of the copyrighted work.

Section 107: Limitations on exclusive rights: Fair use

**Policy**
Green River College faculty, students and staff will be aware of and comply with all laws governing the use of copyrighted materials. This includes both the protection of copyright holders' rights, and also the full exercise in good faith of fair use and teaching exemptions as identified in sections 107 and 110 of US Code, title 17.

The director of the library is designated as the copyright officer. The copyright officer will exercise general oversight of copyright at the college, oversee copyright education and counsel individuals in applying copyright law.

**Procedure**

Fair use exemptions are determined on a case-by-case application of the four factors outlined in section 107. Although many external entities have provided specific copyright "guidelines," no such guidelines have been adopted by Congress or the courts. Each application of fair use must be examined individually. Green River will provide a central, online

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## Title IX Training Documents

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location where faculty and staff can log fair use decisions and rationale. A centralized, permanent file of written copyright authorizations, exemptions and waivers will also be established.

**Specific Authority**
U.S. Code, Title 17—Copyrights
Copyright Act of 1976
TEACH (Technology, Education and Copyright Harmonization) Act, 2001

**Law Implemented**

**History of Policy or Procedure**
Draft: September 10, 2012
Adopted: January 10, 2013
Revised:
Reviewed by: Vickie Sheehan, Executive Director of College Relations
Contact: Jennifer Dysart, Library Director
President's Staff Sponsor: Derek R. Brandes, Vice President of Instruction

and empower our community. Explore the training documents below to support our commitment to a workplace free from discrimination.

TIX-Advisor Training

Title IX Coordinator 1- Course Slides

TIX-Day 1 Slides- Investigative Report Writing Workshop

TIX-Day 2-April Open Report Writing Workshop

TIX-Investigation 2 Day-Client Class

Title IX in a Post Reg World-Day 1

Title IX in a Post Reg World-Day 2

TIX-Hearings-Day 1 - Oregon Alliance

TIX-Hearings-Day 2- Oregon Alliance

TIX-Aug-Open Training Trauma Informed Investigations Training

TIX-Book T9 Coordinator-2 Day Client Class

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# GA-29 Web 6/1/2013

Select Language ▾

Current Students    Faculty & Staff    Give to GRC ♡    Quick Links

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# GA-29 WEB

**Purpose**
The web policy sets forth standards designed to ensure that information published electronically to the Green River College website is appropriate, visually appealing, well written and conforms to the college branding guidelines.

**Scope**
All staff, faculty and students at Green River College.

**Authority**
The Marketing and Communications (MarCom) office is directly responsible for the content and oversight of all Green River College websites. This includes primary sites, faculty pages, marketing pages, student organization pages, and any site either hosted by Green River or that are proprietary to the transmission of information for the college.

**Policy and/or Procedure**
The quality of information published through the Green River Community College website plays an important role in maintaining the strong reputation and image of the college. Only pages developed college programs, divisions, offices, recognized student organizations or student academic work will be housed on the Green River network.

In order to create a high quality, visually consistent web presence, it is imperative for all pages to have certain elements that remain the same from page to page. All web pages that are a part of the Green River website will use approved web templates. Official web pages are expected to follow the same professional and graphic standards as outlined in the Green River College Brand Standards Guide.

The Green River website is a Content Management System that stores and displays official college web content in standardized templates. Management and use of the CMS will comply with all official policies of the college; all federal, state, and local laws, statutes, and regulations; confidentiality of records; positive data security and appropriate use of computing facilities. Any official college information made available to external users is subject to review by the college to
ensure consistency with laws and college policies.

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Any web pages on the Green River Community College network are a reflection of the college. It is important for all contributors to ensure that their information is well-organized, accurate and up-to-date. Information appearing on any webpage is the responsibility of the originating department, office or organization and must be in compliance with all college standards:

- Any use of the Green River logo(s) on any website must follow all logo requirements as specified in policy GA-19, Logo & Trademark Use and Compliance Guidelines.

- All written content must follow contemporary best practices for writing for the web. MarCom reserves the right to edit or reject any materials submitted for, or currently published to the web.

- Every department that has a web presence must have contact information clearly identified (including sub-pages as appropriate). The contact information may be a specific individual, a general number or email, or a link to a page of contacts for the department. The contact information should at the minimum include a name, email address and a telephone number.

- Websites must be updated and maintained in a timely manner. Any links provided to other sites will be accessible and appropriate. Links to commercial sites for personal gain are prohibited.

### Inappropriate Web Content
Materials that are prohibited on any Green River Community College website:

- Copyrighted information without written consent of copyright owner

- Anything that violates federal, state, or local laws or regulations

- Anything that violates college policies

- Defamatory or disparaging remarks of any group(s), organization(s) or institution(s)

- Abusive, profane or sexually offensive remarks

- Information that may injure someone else and/or lead to a lawsuit or criminal charges

- Use of the college name and logo without official authorization in ways that imply endorsement of commercial organizations, their products or services

- Advertisements for commercial products or enterprises

- Anything that may constitute an invasion of privacy of any group or individual

- Violation of confidentiality of college, employee or student records, or violate the Public Records Act (RCW 42.56)

- Third party add-on applications not specifically approved by IT and MarCom

The types of material listed above or any direct link to another page containing such material should not be included in any Green River webpage. Green River College reserves the right to remove any page or material that is in violation of this or any other college policy.

### Responsibilities of Users

*Content Manager*
Each web page must have a designated person responsible for

community. Explore the training documents below to support our commitment to a workplace free from discrimination.

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page content (the Content Manager). This individual must complete CMS training with MarCom staff prior to being granted access to web page(s). The Content Manager is responsible for reviewing and updating the page on a regular basis using best practices for writing web content. Content Managers should not use different colors, fonts or text sizes outside of the provided template, without specific approval of the MarCom team. All styles must also be followed as indicated in the Brand Standards Guide. Content Managers are encouraged to use good judgment regarding the impact of the content of their pages on the audience that accesses the college's website.

### Requests for site permissions

Requests for access permission to develop Canvas-driven faculty websites (formally Angel) should be directed to IT. All web pages housed outside of the CMS must meet all logo, branding and web policy guidelines outlined above. MarCom reserves the right to edit content to meet policy guidelines.

Requests for other websites hosted by Green River Community College should be made to MarCom.

### Use of external services

No external web provider tools will be attached, or linked to any Greenriver.edu associated page without the express permission of MarCom. This includes widgets, calculators, avatars, photo viewing sources, Google forms, etc. This excludes social media sites that meet the college's social media and web policy guidelines. MarCom reserves the right to remove any items upon discovery with notification to the Content Manager or department to ensure consistency with brand and web policies.

### Use of images

All image assets involving students must have a completed Photo Release Form for the use of video, photography and audio. Forms for both adults and minors are located on GatorNet under the Forms section. Content Managers are responsible for submitting a copy of their photo release to be archived by MarCom when they submit items via the asset approval process. Do not use images found on the web or elsewhere unless you have clear documentation that they are not copyright protected or that Green River has permission for use.

Once uploaded to the web page, the CMS will auto populate your image in the right hand column with a narrow border. Content Managers may not change template placement of images as this is designed to ensure consistency throughout the site. If you need specialized placement, please contact MarCom for assistance.

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**Specific Authority**

**Law Implemented**

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**History of Policy or Procedure**
Draft: January 10, 2013
Adopted: June 1, 2013
Revised:
Reviewed by: Vickie Sheehan, Executive Director of College Relations
Contact: Vickie Sheehan, Executive Director of College Relations
President's Staff Sponsor: Vickie Sheehan, Executive Director of College Relations

# Communications & Media Relations

Select Language
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# COMMUNICATIONS & MEDIA RELATIONS

## COLLEGE RELATIONS

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Home / Campus / Campus Resources / college-relations / Communications & Media Relations

## Media Relations

College Relations serves as Green River College's communication link to local, regional and national media. Our staff is here to help faculty and staff work with the media to publicize their work, as well as to link media members in search of experts on various topics. Faculty and staff are encouraged to work in coordination with College Relations when contacted by the media or to develop publicity plans to highlight programs, service and teaching.

## Media Inquiries & Contact

Philip Denman
Senior Director of College Relations | Public Information Officer
Green River College | 12401 SE 320th St | Auburn, WA 98092
pdenman@greenriver.edu | Office 253-833-9111, ext. 6613

## Communications

Through publications, news media, the College's website, and other forms of communication, we highlight the high quality and diversity of our programs, promote upcoming campus events and celebrate the achievements of our students, graduates, faculty and staff.

The office produces Gator News[BROKEN LINK], the official newsletter for Green River College, which is constantly updated to provide fresh content and opportunity for reader interaction, as well as assists in the production and distribution of GatorCast, the College's official podcast.

## Press Release or Gator News Article

**Estimated Project Duration:** 2 weeks

## Crisis & Emergency Communications

Rapid, accurate and purposeful communication of key information and messages is essential. Precise communication

## Resources and Tools

### Project Requests

- Project Request Procedures
- College Relations Service Catalog
- Branding & Identity Guide
- Creative Asset Wizard
- Disclaimers & Publication Statements
- Green River College Photo Library
- Content Manager CMS Login
- Web Support
- Digital Signage Content Guide
- Photo & Video Release
- Media Rights Release

## Contact Us

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minimizes the potential for any inaccurate, negative, or detrimental information being disseminated to all stakeholders. During a crisis or emergency situation, we work with Campus Safety and the Emergency Opertations Center to share emergency messaging to staff and students using serveral tools, including: text messaging, emails, social media posts and alert box across greenriver.edu pages.

- College Relations
- Creative Services
- Web Services

# Hours of Operation

| Monday - Friday |
| --- |
| 8 a.m. - 5 p.m. |
| **Saturday - Sunday** |
| Closed |

View Closures & Special Hours

# Location

The College Relations offices are located in Rutkowski Learning Center (RLC), 148.

# GRC Print Shop

**Mike Hahm | Director**

(253) 263-7889
mikeh@greenriverprinting.com

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Resources

Contact Us

**STUDENT SUPPORT**

ctcLink
Student Email
My Green River
Navigate 360
Financial Aid
Holman Library
Center for Transformational Wellness
Student Remote Access
Career & Advising Center
Office of the Registrar
Disability Support Services
Counseling Services
e-Learning
Placement & Testing Center
Register to Vote
MMIWP / WSP

**EMPLOYEE RESOURCES**

Human Resources
Institutional Effectiveness
ctcLink Sign In
GatorNet
Curriculog (formerly CAR/PAR)
Faculty eLearning
Canvas
Gator News
Employee Password Reset

**CAMPUS SAFETY**

Emergency & Safety Alerts
Just Report It

**CONNECT WITH GREEN RIVER**

Facebook
Twitter
Youtube
LinkedIn
Instagram

# 2.D.1 EV.#2 / Section 2

GRC Program Catalog that demonstrates required credits for each program: <u>Programs of Study - Green River College - Modern Campus Catalog™</u>

# ACADEMIC CATALOG

2024-2025 Catalog [ARCHIVED CATALOG] ▼

[ARCHIVED CATALOG]

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# Programs of Study

The following lists all the degree and certificate programs offered at Green River College.

## University Transfer

**Transfer Associate**

- Associate in Arts Degree, AA-DTA
- Associate in Biology, DTA/MRP
- Associate in Business, AB-DTA/MRP
- Associate in Computer Science, ACS-DTA/MRP
- Associate in Fine Arts, AFA
- Associate in Math Education, AM-DTA/MRP
- Associate in Pre-Nursing, APreN-DTA/MRP
- Associate in Science Transfer Track 1-Biology, Environmental Science, Chemistry, Geology, Earth Science, AST-1
- Associate in Science Transfer Track 2-Engineering, Computer Science, Physics, Atmospheric Science, AST-2
- Associate in Science Transfer Track 2/MRP-Bioengineering and Chemical Engineering, AST-2/MRP
- Associate in Science Transfer Track 2/MRP-Civil and Mechanical Engineering, AST-2/MRP
- Associate in Science Transfer Track 2/MRP-Computer and Electrical Engineering, AST-2/MRP

## Professional and Technical

**Bachelors of Applied Science Degree**

- Accounting, BAS
- Aeronautical Science, BAS
- Applied Management, BAS
- Bachelor of Science in Nursing
- Early Childhood Education: Infant and Child Mental Health, BAS
- Information Technology-Advanced Network Administration and Security Certificate
- Information Technology-Cybersecurity and Networking, BAS
- Information Technology-Software Development, BAS
- Marketing and Entrepreneurship, BAS
- Natural Resources-Forest Resource Management, BAS
- Realtime Reporting: Court Reporting & Captioning, BAS

**Associate in Applied Arts Degree**

- Accounting, AAA
- Administrative Assistant, AAA
- Business Applications Specialist, AAA
- Business Management, AAA
- Legal Administrative Assistant, AAA
- Medical Office Administration, AAA
- Realtime Transcription, AAA

**Associate in Applied Science Degree**

- Automotive Technology, AAS
- Aviation Technology - Unmanned Aerial Systems, AAS
- Aviation Technology, AAS

- Carpentry Technology-Residential and Light Commercial, AAS
- Early Childhood Education, AAS
- Machining and Manufacturing Technology, AAS
- Mechanical Computer-Aided Design, AAS
- Mechatronics Technician, AAS
- Natural Resources-Forestry, AAS
- Natural Resources-Geographic Information Systems, AAS
- Natural Resources-Park Management, AAS
- Natural Resources-Water Quality, AAS
- Natural Resources-Wildland Fire, AAS
- Occupational Therapy Assistant, AAS
- Physical Therapist Assistant, AAS
- Practical Nursing, AAS
- Wastewater Technology, AAS
- Water Supply Technology, AAS
- Welding Technology, AAS

**Associate in Applied Science Degree-Transfer**

- Criminal Justice, AAS-T
- Criminal Justice-Forensic Technology, AAS-T
- Cybersecurity and Networking, AAS-T
- Data Analytics and Software Development, AAS-T
- Early Childhood Education and Diversity Studies, AAS-T
- Early Childhood Education Paraeducator, AAS-T
- Mechatronics Theory and Application, AAS-T
- Natural Resources, AAS-T

**Certificate**

- Accounting Certificate
- Accounting Clerk Certificate
- Administrative Assistant Certificate
- Administrative Assistant-Data Entry Certificate
- Administrative Assistant-File Clerk Certificate
- Administrative Assistant-Office Support 1 Certificate
- Administrative Assistant-Office Support 2 Certificate
- Administrative Assistant-Records Information Clerk Certificate
- Aerospace and Advanced Manufacturing: Principles of Precision Machining 1 Certificate
- Aerospace and Advanced Manufacturing: Principles of Precision Machining 2 Certificate
- Automotive Brakes, Steering and Suspension Certificate
- Automotive Electrical Systems Certificate
- Automotive Engine Performance Certificate
- Automotive Heating and Air Conditioning Certificate
- Automotive Transmission and Transaxle Certificate
- Aviation Technology - Air Traffic Controller Certificate
- Aviation Technology - Airline Dispatcher Completion Certificate
- Aviation Technology - Aviation Operations Management Certificate
- Aviation Technology - Basic Aviation Knowledge Certificate
- Aviation Technology - Unmanned Aerial Vehicles Cyber Security Certificate
- Aviation Technology - Unmanned Aerial Vehicles Digital Photography Certificate
- Business Applications for Small Business Certificate
- Business Applications Specialist Certificate
- Business Management-Business Analytics Certificate
- Business Management-Business Foundations Certificate
- Business Management-Management and Supervision Certificate
- Business Management-Marketing and Sales Certificate
- Business Management-Retail Management Certificate
- Cardiac Monitor/Electrocardiography (EKG) Technician Certificate
- Carpentry Technology Certificate
- Carpentry Technology Pre-Apprenticeship Certificate

- Carpentry Technology-Concrete Forming and Placement Certificate
- Carpentry Technology-Framing Level 1 Certificate
- Carpentry Technology-Framing Level 2 Certificate
- Carpentry Technology-Residential Interior and Exterior Finish Certificate
- Court Reporting & Captioning-Scopist/Text Editor Certificate
- Criminal Justice -Corrections Certificate
- Criminal Justice-Forensic and Fingerprint Technology Certificate
- Criminal Justice-Law Enforcement Certificate
- Design Drafting Technology-AutoCAD Certificate
- Design Drafting Technology-Mechanical CAD Certificate
- Design Drafting Technology-Revit Certificate
- Early Childhood Education (Statewide) Certificate
- Early Childhood Education (Statewide) Initial Certificate
- Early Childhood Education Certificate of Specialization Administration (Statewide) Certificate
- Early Childhood Education Certificate of Specialization-Family Child Care (Statewide) Certificate
- Early Childhood Education Certificate of Specialization-General (Statewide) Certificate
- Early Childhood Education Certificate of Specialization-Home Visiting and Family Engagement (Statewide) Certificate
- Early Childhood Education Certificate of Specialization-Infants and Toddlers (Statewide) Certificate
- Early Childhood Education Certificate of Specialization-Outdoor Learning for Young Children (Statewide) Certificate
- Early Childhood Education Certificate of Specialization-School Age Care (Statewide) Certificate
- Early Childhood Education Paraeducator - Initial Certificate
- Early Childhood Education Paraeducator State Certificate
- Emergency Room and Patient Care Technician Certificate
- Information Technology-Cloud Fundamentals Certificate
- Information Technology-Fundamentals Certificate
- Information Technology-Scripting Fundamentals Certificate
- Information Technology-Security Fundamentals Certificate
- Machining and Manufacturing - Additive Manufacturing Technology Certificate
- Machining and Manufacturing Technology Certificate
- Maintenance Mechatronics 1 Certificate
- Maintenance Mechatronics 2 Certificate
- Medical Assistant Phlebotomy Certificate
- Medical Coding and Reimbursement Specialist Certificate
- Medical Front Office Certificate
- Medical Office Manager Certificate
- Medical Office Support Certificate
- Nurse Assistant Certificate
- Wastewater Technology-Municipal Wastewater Treatment Technology Certificate
- Water Distribution Technology Certificate
- Welding Technology - Advanced Arc Welding Certificate
- Welding Technology - Basic Arc and Flame Certificate
- Welding Technology - Intermediate Arc and Flame Certificate

## Other Learning Options

**Certificate**

- High School Equivalency Test Certificate

**High School Diploma**

- High School Diploma, HSD

# 2.D.1 EV.#3 / Section 3

GRC relevant information about reviewing published materials , webpage indicates "constantly updated to provide fresh content and opportunity for reader interaction", <u>Communications & Media Relations</u>

Current Students        Faculty & Staff        Give to GRC ♡        Quick Links

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# COMMUNICATIONS & MEDIA RELATIONS

## COLLEGE RELATIONS

▤ Section Menu ▾

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My Green River
Navigate 360
Financial Aid
Holman Library
Center for Transformational Wellness
Student Remote Access
Career & Advising Center
Office of the Registrar
Disability Support Services
Counseling Services
e-Learning
Placement & Testing Center
Register to Vote
MMIWP / WSP

**EMPLOYEE RESOURCES**

Human Resources
Institutional Effectiveness
ctcLink Sign In
GatorNet
Curriculog (formerly CAR/PAR)
Faculty eLearning
Canvas
Gator News
Employee Password Reset

**CAMPUS SAFETY**

Emergency & Safety Alerts
Just Report It

**CONNECT WITH GREEN RIVER**

**Facebook**
**Twitter**
**Youtube**
**LinkedIn**
**Instagram**

# 2.D.1 EV.#4 / Section 4

# GRC Marketing Strategy and Plan: *CONVERSION STRATEGY - 4. Partnership with Recruitment & Outreach (page 12-13)*

## 2. Brand Awareness (BA) and Outreach

Brand awareness is the extent to which community/prospective students can recall or recognize the GRC brand under different conditions. It is the first level of promotion. It is ongoing, general, and consistent.

In 2020, a brand awareness study was done in GRC's service area to determine the recall of the GRC brand with community members. It showed that both Highline and GRC's brand awareness with recipients were the highest among all local schools. Highline was slightly higher in the aided (recognition) version while GRC was slightly higher in the unaided (recall) version.

GRC marketing will consistently produce and distribute general promotion throughout the year with a message used for all quarterly BA efforts, distributed through various methods:

- SEO (Search Engine Optimization)
- TV/Radio
- Advertisements
- Partner promotion
- Social
- Community engagement
- Sponsorships
- Strategic giveaways

## 3. Targeted Campaigns (TC)

Targeted campaigns are aimed at calling a specific audience into action. TC's have a specific message, using the appropriate language, tone, terms, and content that is most likely to resonate with that targeted audience.

Targeted campaigns will often call the audience to act on a "micro-conversion" first, instead of the ultimate conversion of applying. The purpose is to qualify leads, build a relationship of trust, resolve concerns, and gain research data.

These campaigns will often NOT reflect internal language, assumptions, or visuals but will still support the brand identity of GRC.

Examples of micro conversion calls to action:

- Download a document
- Watch a video
- Call a number
- Fill out a form
- Click through

## 4. Partnership with Recruitment & Outreach

GRC Recruitment and Outreach aims to empower students by providing the most up-to-date information, program contacts, and clear pathways to successfully register through the enrollment process. It works closely with College Relations and other partners to research GRC's markets, recruit, and educate regarding GRC offerings.

**Recruitment** is done by working directly and indirectly with our area K-12 schools and organizations by participating in college fairs, career days, college visits and offering general presentations to call to action.

**Outreach** will often be brand awareness partner building where we provide information to high school students, parents, faculty, and the community to educate and promote the value of a lifelong education, staying top of mind with specific organizations for the purpose of leading their constituents towards conversion (enrollment) at GRC.

Over-arching goals of Recruitment & Outreach are to:

1. Regularly seek feedback and data for the purpose of informing future recruitment, outreach, and marketing
2. Collaborate with College Relations on messaging and materials
3. Engage both general and targeted populations in GRC's service area

Example of an effective CRO / R&O operational partnership:

1. Based on CRO/IE research, identify 4 audiences to target
   a. CRO and R&O to research and gather feedback
   b. Build marketing plans for each audience
2. R&O builds (or adds) event calendar to target the 4 specific audiences
3. CRO supports with online and marketing assets
4. Leads are tracked, qualified, nurtured
5. Process or marketing recommendations to appropriate leadership groups

## 5. Lead Generation

Lead generation is the process of generating public interest for GRC's offerings with the goal of turning that interest into a conversion (enrollment).

Different approaches are required for the different phases of the conversion funnel.

**Cold inquiry entry points** are tools/methods that new prospective students or families use to contact or engage the school, without any previous contact or referral:

- Google
- Website
  - Unique virtual tour visit
- Programs
- Walk-ins
- Emails

# Public Information

Current Students        Faculty & Staff        Give to GRC ♡        Quick Links

# PUBLIC INFORMATION

AT GREEN RIVER COLLEGE

🗏 Section Menu ▾

Home  /  Campus  /  Public Information

# Public Records Index

### 1. STATEMENT OF POLICY

Available on website and/or by records request.

- GA-1     Drug Free Campus
- GA-2     Tobacco Use
- GA-5     Prohibited Activities
- GA-7     Distribution of Materials
- GA-9     Hours of Operation
- GA-10    Reasonable Accommodation

- GA-11   Title IX Sex Discrimination Grievance Procedure

- GA-15   Human Subjects Research Compliance

- GA-16   Public Records

- GA-18   Traffic and Parking

- GA-22   College Publications

- GA-32   Sex Employee Sex Discrimination Disciplinary Procedure

- HR-22    Nondiscrimination and Harassment

- SA-17    Satisfactory Progress for Financial Aid

- SA-18    Notification on Convicted Sexual Offenders

- SA-91   College Holiday & Leave

- SA-29    Facility Access & Maintenance for Safety
  - Hazing Prevention and Response

  - Non-Discrimination & Accessibility

  - Student Conduct Code

Green River College also provides the additional information below

- General Institutional Information

- Accreditation

- Bookstore / Textbook Information

- Cost of Attending

- Loans

- GRC Policies

- Student's Rights – Family Educational Rights and Privacy Act (FERPA)

- Withdrawal & Refund Rules

- Return of Financial Aid Funds (SA-16)

- Rules of Student Conduct

- Transfer Credit

- Safety

- Reporting Crimes and Other Emergencies (SA-31)

- Emergency and Safety Alerts

- What to do in an Emergency

- Student Support and Information

- Privacy

- Counseling Services

- Canvas: How to Log On

- <u>Career </u>Services

- LGBTQ

- Disability Support Services

- Student Email

- Veterans

- Student Financial Assistance

- Financial Aid

- Academic Progress Policy (SAP)

- Study Resources

- eLearning Student Website

- Tutoring Resource Center

- Center for Transformational Wellness

- Holman Library

Other college policies are available via public records request, following the process.

1. **MANUALS THAT AFFECT THE PUBLIC**

Board Policy

- **PLANNING POLICIES AND GOALS**

Strategic Plan

1. **RETENTION SCHEDULES**

Below are links to indexes that list the types of records held by colleges and their retention schedules.

- Community and Technical Colleges Records Retention Schedule

- State Government General Records Retention Schedule

1. **ADMINISTRATIVE (PERC) Decisions**

1. R. KEITH HOELLER, COMPLAINANT v. GREEN RIVER COLLEGE, RESPONDENT

Wash.Pub.Emp.Rel.Com.April 30, 2019

2. GREEN RIVER UNITED FACULTY COALITION, COMPLAINANT v. GREEN RIVER COLLEGE, RESPONDENT

Wash.Pub.Emp.Rel.Com.October 10, 2016

3. WASHINGTON FEDERATION OF STATE EMPLOYEES, COMPLAINANT v. GREEN RIVER COLLEGE, RESPONDENT

Wash.Pub.Emp.Rel.Com.August 18, 2016

4. R. KEITH HOELLER, COMPLAINANT v. GREEN RIVER COLLEGE, RESPONDENT R. KEITH HOELLER, COMPLAINANT v. GREEN RIVER UNITED FACULTY COALITION, RESPONDENT

Wash.Pub.Emp.Rel.Com.June 23, 2016

5. GREEN RIVER UNITED FACULTY COALITION, COMPLAINANT v. GREEN RIVER COLLEGE, RESPONDENT

Wash.Pub.Emp.Rel.Com.May 03, 2016

6. GREEN RIVER UNITED FACULTY COALITION, COMPLAINANT v. GREEN RIVER COLLEGE, RESPONDENT

Wash.Pub.Emp.Rel.Com.February 11, 2016

7. R. KEITH HOELLER, COMPLAINANT v. GREEN RIVER COLLEGE, RESPONDENT R. KEITH HOELLER, COMPLAINANT v. GREEN RIVER UNITED FACULTY COALITION, RESPONDENT

Wash.Pub.Emp.Rel.Com.January 06, 2016

8. IN THE MATTER OF THE PETITION OF: WASHINGTON FEDERATION OF STATE EMPLOYEES FOR CLARIFICATION OF AN EXISTING BARGAINING UNIT OF EMPLOYEES OF:

COMMUNITY COLLEGE DISTRICT 10 (GREEN RIVER COMMUNITY COLLEGE)

Wash.Pub.Emp.Rel.Com.December 11, 2008

9. ALEX FELICIANO, COMPLAINANT, COMMUNITY COLLEGE DISTRICT 10 - GREEN RIVER, RESPONDENT. ALEX FELICIANO, COMPLAINANT, VS. WASHINGTON FEDERATION OF STATE EMPLOYEES, RESPONDENT

Wash.Pub.Emp.Rel.Com.October 06, 2008

10. IN THE MATTER OF THE PETITION OF: SANDRA MATHEWS INVOLVING CERTAIN EMPLOYEES OF: COMMUNITY COLLEGE DISTRICT 10 (GREEN RIVER)

Wash.Pub.Emp.Rel.Com.August 14, 2007

11. WASHINGTON FEDERATION OF STATE EMPLOYEES, COMPLAINANT, VS. COMMUNITY COLLEGE DISTRICT 10 - GREEN RIVER RESPONDENT

Wash.Pub.Emp.Rel.Com.May 21, 2007

12. IN THE MATTER OF THE PETITION OF: WASHINGTON FEDERATION OF STATE EMPLOYEES INVOLVING CERTAIN EMPLOYEES OF: COMMUNITY COLLEGE DISTRICT 10 - GREEN RIVER

Wash.Pub.Emp.Rel.Com.October 27, 2005

13. GREEN RIVER UNITED FACULTY COALITION, COMPLAINANT, VS. GREEN RIVER COMMUNITY COLLEGE, RESPONDENT.

Wash.Pub.Emp.Rel.Com.January 30, 1995

14. BETTY J. VICKERS, COMPLAINANT, VS. GREEN RIVER COMMUNITY COLLEGE, RESPONDENT.

Wash.Pub.Emp.Rel.Com.December 19, 1994

15. IN THE MATTER OF THE PETITION OF: GREEN RIVER COMMUNITY COLLEGE (COMMUNITY COLLEGE DISTRICT 10 INVOLVING CERTAIN EMPLOYEES OF: GREEN RIVER COMMUNITY COLLEGE

Wash.Pub.Emp.Rel.Com.January 01, 1994

16. UNITED FACULTY COALITION OF GREEN RIVER COMMUNITY
    COLLEGE, COMPLAINANT, VS. GREEN RIVER COMMUNITY
    COLLEGE, RESPONDENT.

Wash.Pub.Emp.Rel.Com.October 19, 1993

17. IN THE MATTER OF THE PETITION OF: GREEN RIVER
    COMMUNITY COLLEGE (COMMUNITY COLLEGE DISTRICT 10
    FOR CLARIFICATION OF A BARGAINING UNIT OF EMPLOYEES
    REPRESENTED BY: GREEN RIVER UNITED FACULTY
    COALITION

Wash.Pub.Emp.Rel.Com.September 09, 1993

18. GREEN RIVER UNITED FACULTY COALITION, COMPLAINANT,
    VS. GREEN RIVER COMMUNITY COLLEGE, (COMMUNITY
    COLLEGE DISTRICT 10) RESPONDENT.

Wash.Pub.Emp.Rel.Com.August 05, 1993

19. GREEN RIVER UNITED FACULTY COALITION, COMPLAINANT,
    VS. GREEN RIVER COMMUNITY COLLEGE, RESPONDENT.

Wash.Pub.Emp.Rel.Com.March 01, 1992

# Related Information

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ksimmons@greenriver.edu
TitleIXCoordinator@greenriver.edu
publicrecords@greenriver.edu

**Washington's Public Records Act**
RCW 42.56