Ventura County Community College District
Public Affairs and Marketing Handbook
August 20, 2021

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Introduction

Ventura County Community College District (VCCCD) Public Affairs and Marketing department provides leadership and strategic direction for District website initiatives, internal and external communications, marketing, public affairs, and outreach and support to Moorpark, Oxnard, and Ventura colleges and the District Administrative Center.

This handbook outlines the department's commitment to serving students, colleagues, and the community. We strive to meet the organization's needs and expectations through collaboration, transparency, and collegiality. We maintain the highest standards of service with a focus on the efficient and effective use of resources and timely responses with an attitude that characterizes how we "make it happen."

This handbook contains information on uniform practices, standards, and procedures pertaining to digital and print deliverables, communications, advertising, public affairs, and outreach and will be updated regularly. A copy of this document is available electronically in the [Public Affairs and Marketing Hub](#) and on the [Public Affairs and Marketing webpage](#).

It is our goal to exceed expectations.

Section 1: Transparency, Collaboration, and Information Sharing

The Public Affairs and Marketing department approaches communications within the District with transparency and collaboration. The focus on open communication and dialogue translates to trust in both internal and external communications. It also ensures that everyone is aligned with goals and objectives. Working together in this way not only fosters brand consistency and efficiency among projects, but also builds a relationship of teamwork. The result is that VCCCD and its colleges are held in high esteem within the community.

Section 2: District Brand

Logo Guidelines

VCCCD logo guidelines are provided below and are available in the [District photo and media gallery](#).

College logos and guidelines are managed by college marketing departments and are available in the District [photo and media gallery](#) and can be accessed through the four college websites.

OFFICIAL VCCCD LOGO

The official VCCCD logo includes the text around the outer circle. This formal logo should be used on official business.

Official logos can be downloaded through the VCCCD Photo and Media gallery at **bit.ly/PhotoMediaGallery**
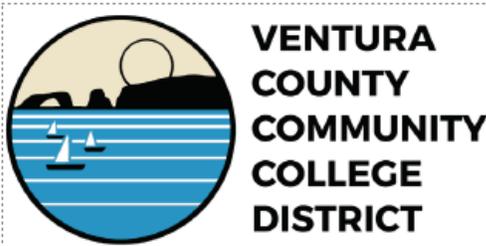
VCCCD LOGO - horizontal

This logo may be used in place of the "official logo" when space or formatting requires a horizontal logo.

VCCCD LOGO - informal

This version of the logo (without words) may be used when used as a graphic element. This logo must be accompanied by text that spells out Ventura County Community College District, such as a headline on a report.

BLACK AND WHITE LOGO

The black and white logo may be used when the document presentation, printing, or reproduction capabilities require a single color logo.

WHITE LOGO

A white, single color logo is available to use on a colored background.

When using the white logo, there should never be a box or other graphic element surrounding the logo.
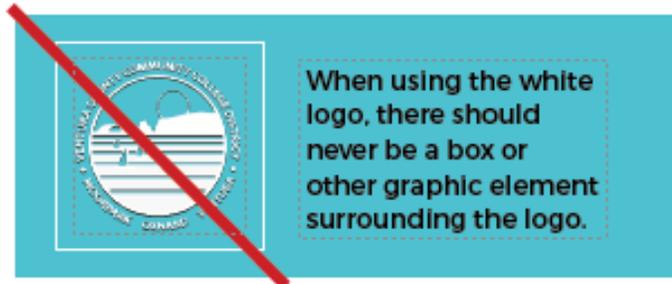
RETIRED LOGO

This logo is no longer in use. Note the difference in the type around the outer circle.

Official logos can be downloaded through the VCCCD Photo and Media gallery at **bit.ly/PhotoMediaGallery**

DO CIRCLE (DO=District Office)

The DO circle logo may be used in an informal circumstance, such as social media and when another reference to the Ventura County Community College District is mentioned to reinforce the meaning of DO (District Office). Two versions of this logo are available, teal circle and white circle.

5 CIRCLE LOGOS

The DO circle logo and the 4 college circle logos may be used in an informal circumstance, such as social media and when another reference to the Ventura County Community College District is mentioned to reinforce the meaning of the circle logos. Two versions of this logo are available, colored circles and white circles. The colored circles should be used primarily unless the background graphic color does not allow for a clear presentation of the logos, then you may use the white circles.

4 CIRCLE LOGOS

There are many circumstances when it is not necessary to include the DO circle logo. If the situation is strictly regarding the colleges and not a message from the District Office, the 4 circle logos should be used. An example would be a social media post regarding finals. An instance where you would include the DO circle would be a message regarding a holiday such as Memorial Day, as this affects the employees of the District Office. The colored circles should be used whenever possible.

Informal 4 BAR College Logos

4 BAR COLLEGE LOGOS

MOORPARK COLLEGE	OXNARD COLLEGE	VENTURA COLLEGE	VC EAST CAMPUS

MOORPARK COLLEGE	OXNARD COLLEGE	VENTURA COLLEGE	VC EAST CAMPUS

MOORPARK COLLEGE
OXNARD COLLEGE
VENTURA COLLEGE
VC EAST CAMPUS

The 4 BAR college logos may be used in an informal circumstance, such as advertising or social media. Several versions of this logo are available to accommodate your design layout.

Logo Usage - BARS or CIRCLES?

MOORPARK COLLEGE
OXNARD COLLEGE
VENTURA COLLEGE
VC EAST CAMPUS

When to use the BARS vs. the CIRCLES

If there is a written reference to the colleges, you may use the circles. Do not assume that people will know what the initials stand for. If you choose to use the circles, you must also refer to the Ventura County Community College District or the colleges by name in the text. If there is no reference to the names, use the BAR logos. You may use the BAR logos when there is also a written reference, at which point it is a design preference.

MOORPARK COLLEGE
OXNARD COLLEGE
VENTURA COLLEGE

Never use just the 3 circles or 3 bars. You must always include the logo for VC East Campus.

MAKE IT HAPPEN

This logo may be used in an informal situation such as give-away items or social media. The logo without the college names may be used when there is another reference to the colleges, such as a headline. The color version should be used first, if applicable.

MAKE it HAPPEN
MOORPARK COLLEGE
OXNARD COLLEGE
VENTURA COLLEGE
VC EAST CAMPUS

MAKE it HAPPEN
MOORPARK COLLEGE
OXNARD COLLEGE
VENTURA COLLEGE
VC EAST CAMPUS

MAKE it HAPPEN
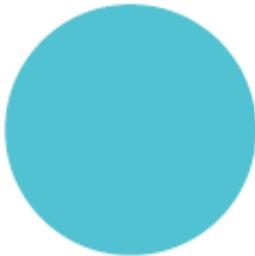
VCCCD AQUA
CMYK: 65/0/19/0
Hex: #3DC2D1
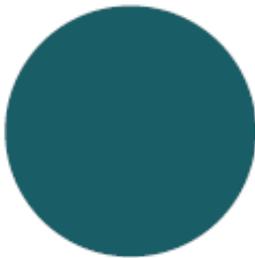
VCCCD DARK AQUA
CMYK: 65/0/19/65
Hex: #0A5D66

VCCCD TAN
CMYK: 6/8/23/0
Hex: #EEE1C6

VCCCD BLACK
CMYK: 40/40/40/100
Hex: #050505

Logo colors for VCCCD and for all Moorpark, Oxnard, and Ventura colleges can also be found in the VCCCD Photo and Media gallery:

bit.ly/PhotoMediaGallery

The official font for VCCCD is MONTSERRAT. Montserrat is a practical sans serif font that can be used for headlines and body copy.

Montserrat Regular

Montserrat Italic

Montserrat Semi Bold

Montserrat Semi Bold Italic

Montserrat Bold

Montserrat Bold Italic

Montserrat Black

Montserrat Black Italic

Montserrat can be used along with serif fonts such as Palatino or Garamond.

Palatino Regular
Palatino Italic
Palatino Bold
Palatino Bold Italic

Garamond Regular
Garamond Italic
Garamond Bold
Garamond Bold Italic

Download a free version of the Montserrat font:

fontsquirrel.com/fonts/montserrat

Section 3: District and College Marketing

The Public Affairs and Marketing department facilitates the development, design, and production of marketing and outreach materials promoting the District and colleges to students and the community.

Public Affairs and Marketing convenes a monthly Districtwide meeting to disseminate information and facilitate collaborative efforts to support the colleges in promoting students, faculty, events, and activities. The group includes college marketing directors and the District Public Affairs and Marketing director and supervisor.

Beginning July 1, 2021, Public Affairs and Marketing will oversee Districtwide advertising and collaborate with college stakeholders to ensure effective use of resources and consistency of communications, marketing, and outreach.

Reports
Public Affairs and Marketing maintains an online intranet hub (Public Affairs and Marketing Hub) that is regularly updated with data, reports, and information about department activities:

- Student Communications
- Website
- Chatbots
- Site Improve

- Social Media
- Digital Asset Management
- Marketing Request System
- Website (Drupal) Users

Marketing Content Calendar
Public Affairs and Marketing manages Districtwide student communications, marketing, and outreach. The Marketing Content Calendar tracks activities and is continually updated and available through the Public Affairs and Marketing Hub. Internal and external communications about Districtwide initiatives include:

- Website Landing Pages
- Website Newsroom
- Website Event Calendar

- Social Media
- Email and Text Messaging
- Portal Announcements

- Press Releases
- Advertising
- Editorials
- Media Relations
- Newsletters

The department oversees a variety of Districtwide initiatives, including:

- Emergency Situations
- Board of Trustees/Chancellor
- Sponsorships/Partnerships
- Student Communications
- Calendar of Events

- Student Elections
- Registration
- Cash for College
- UndocuAlly Week
- Multicultural/DEI Week
- Student Health Centers

- Graduation
- Op-Eds and Press Releases
- Classified Employee of the Year for each college and District Office

Marketing Request System

Wrike is the Districtwide [marketing request system](#) that provides structure, organization, management, and tracking of marketing, communication, and outreach requests (projects). All District and college marketing and communication requests must be submitted through this system. Employees submit requests for marketing and communications assistance; the District oversees and facilitates use of the system, and collaborates with college marketing teams to provide support for marketing, communications, and outreach. Requests are tracked to ensure timely completion.

The organization of projects provides an efficient and customer-focused approach to employee requests for business cards, graphic design, advertising, training, newsletters, website troubleshooting and assistance, social media, content review, internal and external communications, and event promotion.

- [Submit a Request](#)
  Each work site has a minimum of two Wrike users who support marketing needs and are notified by email of submitted requests. The requestor receives a confirmation email from wrike@wrike.com (please add to address book if it filters into your spam folder) after a project request is entered into the system.

- The Work Starts
  Once a request is submitted, Wrike automatically creates a "project" based on the information provided, notifies the marketing, District and/or college team members, and files the project into a folder based on campus/location. This automatic tag is triggered by the drop-down answer selected in the query "Campus/Location."

- Review Draft Work
  Once the marketing team member assigned to the project receives a draft of the marketing material requested, the requestor will receive a follow up email from wrike@wrike.com requesting review of the draft along with any notes from the assignee. Click the link embedded in the email to review the draft in a web browser (please use Chrome or Firefox, if possible). If changes are required, click the "Changes Requested" button at the bottom of the page, then click anywhere on the preview to leave a comment.

- Approving the Work
  If it is "okay as is," click the "Approved" button next to the "Changes Requested" button, and the file will be finalized for print or digital applications.

- For Digital Requests
  After a file is approved, and if it is to be used for email blasts or social media posts, click the download icon on the top right-hand corner (to the left of the x and the three dots); the download icon is on the same page as the "Approved" button. If the marketing team is responsible for posting on the web or social media for you, it will be done as soon as possible after approval is received.

- For Print Requests
  After a file is approved and if printing is required, the marketing team will coordinate printing with the District purchase department, campus print center, or vendor.

Section 4: Digital Asset Management System

The Digital Asset Management System (DAM), Widen, a web-based software, is used to organize and archive all District and college assets. The District curates all Moorpark, Oxnard, Ventura colleges' and District Office digital assets, which includes photos, college logos, audio files, video files, and marketing and branding materials. The DAM functions as a public-facing portal to share assets with students, employees, and community and can be accessed on every webpage footer as Photo and Media Gallery.

The gallery landing page provides four helpful links at the top:

- Welcome!
- New?
- Look!
- Submit?

The DAM is designed using portals. VCCCD has the following portals:

- Campus Photos
- Campus Logos & Branding
- Stock Photos
- Video Files
- Audio Files
- Marketing and Campaign Graphics
- Custom Zoom Backgrounds

Navigating the Portals: Click into a portal (for example Ventura College photos), scroll through to find an asset or use the MENU in the upper right corner to find a specific gallery. In a gallery, click *"View Collection"* to see all the photos in the collection. Options include downloading images, viewing a full-sized version, or sharing an image. Images can be downloaded one at a time, in multiples or the entire gallery.

Download College Logos and Official Colors: Official, high-resolution logos for the college, athletics, departments, and college seals are available. Download and use these official logos or share the portal link with vendors to ensure projects have the best quality logo available.

Add your Photos to the Gallery: We use photos in our marketing and communications, whether in an email, advertising, social media posts, or on a webpage. We invite you to submit photos of events, student and employee life, and other activities via Wrike to share.

Section 5: Photo Releases

Moorpark, Oxnard, and Ventura colleges and the District Office often host events that are open to the public such as, but not limited to, graduation, athletic competitions, job fairs, speakers, and various activities held at the theatre. Those events are considered news events. Such an event

may be photographed, videotaped or webcast for purposes of archiving the event, educational use, or publicity. Students, staff, and faculty who attend those events may have their image or voice captured on video, webcast, or photograph. Due to the nature of the events, VCCCD college campuses have no means by which to prevent such photographs, videotaping or web castings from including a specific student's image or voice. By attending the event or activity, a person is granting VCCCD college campuses the right to use any such still or motion images or voice recordings in future publicity or publications as needed and without compensation. No release shall be required by the VCCCD college campuses to utilize in an appropriate manner any images captured during a public event, even if the subject is a minor.

Photo release forms are available online at or as a printable PDF. Use these forms when taking identifiable photos of people who are not VCCCD students or employees. In a group setting, the District advises the photographer to ask if anyone does not wish to participate in the photos to identify themselves; the photographer will then not photograph the person(s).

Section 6: Communications

Communications to students, employees, and the community provide general information about a wide variety of student services and activities at Moorpark, Oxnard, and Ventura colleges, District activities, work life, and emergency notifications. Public Affairs and Marketing also highlights the work and accomplishments of students, alumni and employees.

Communications are distributed using various methods, including: email, text, voice calls, websites, student/employee portal, Canvas, newsrooms, social media, Board, District, and College meetings and presentations, and forums. A regularly updated communication calendar and copies of communications can be accessed by employees through MyVCCCD in the Public Affairs and Marketing Hub.

The District uses the following communication channels to communicate with students and employees:

- Email
- Text
- Phone Calls
- In-Person Meetings
- Student Portal
- Canvas
- Webinars

- Websites
- Mobile App
- Chatbots
- Social Media
- Newsletters
- Events
- Press Releases

Student emails (my.vcccd.edu) and employee emails (@vcccd.edu) are the primary way we send important information about financial aid, registration, emergencies, student services, events, and general communications. Therefore, there is no opt-out option with these types of email accounts. We encourage you to check your email often. VCCCD Employees are provided a courtesy copy of all student emails.

If you suspect that a fraudulent email was sent to you, do not click on any links in the email. Immediately forward the email to VCCCD Email Abuse Reporting at emailabuse@vcccd.edu. The Information Technology department continually monitors the District email system to block emails that may breech the security and integrity of our systems.

Section 7: Social Media

Public Affairs and Marketing oversees the District and college social media accounts. The District and colleges' social media accounts are managed through a single content management system to provide efficiency and streamlined outreach and promotion. Public Affairs and Marketing monitors the access and security of District and colleges' social media accounts. The District maintains and provides user access to college marketing teams for college social media accounts.

Social media is an effective tool in communicating to students, staff, and the community for general and promotional messaging, as well as emergency messaging. Coordination between the District and the colleges reduces response times and allows for consistent messaging. It also permits for collaboration with the Office of the Presidents and Chancellor and accomplishes unified, timely, and professional messaging. The District posts information applicable to all VCCCD sites and District initiatives planned with the content calendar. The colleges are responsible for posting campus-specific information to their sites; however, the District works in collaboration with college marketing teams during emergencies and other times of need to ensure seamless communications with students and the community.

Approval and Registration
All District social media sites shall be:

1. approved by supervisor, dean, and/or president;
2. published using District-approved social networking platform and tools; and
3. administered by the supervisor, dean, and/or president's designee.

Approved and established social media accounts must be maintained by a minimum of two permanent Ventura County Community College District employees. Students may not serve as social media account administrators.

The Associate Vice Chancellor of Information Technology and the Director, Public Affairs and Marketing are responsible for the overall security and management of District social media and will maintain administrator access to all official social media accounts.

Public Affairs and Marketing, in collaboration with Information Technology, administers and maintains oversight and security of the following District and college social media accounts:

vcccd.edu
Instagram @officialvcccd
Twitter @Official VCCCD
Facebook @venturacountyccd

LinkedIn linkedin.com/school/vcccd
YouTube Ventura County Community College District
YouTube VCCCD Board of Trustees

moorparkcollege.edu
Instagram @MoorparkCollege
Twitter @MoorparkCollege
Facebook @MoorparkCollegeOfficial
YouTube @MoorparkCollege

oxnardcollege.edu
Instagram @OxnardCollege_Official
Twitter @OxnardCollege
Facebook @OxnardCollege

venturacollege.edu
Instagram @VenturaCollegeOfficial
Twitter @Ventura_College
Facebook @OfficialVenturaCollege

Ventura College East Campus
Instagram @venturacollege_eastcampus
Facebook @Ventura College East Campus

The goals of the VCCCD social media accounts are to:

1. Engage with students, the community and strategic partners to share important information regarding the Board of Trustees, the District, and campuses; and
2. Inspire students, parents and potential traditional and non-traditional students to enroll in a VCCCD college and to see the value of a VCCCD education on finding their career or building their skill sets to enhance their careers;
3. Provide information about emergencies; and
4. Support colleges and their efforts.

Messaging:

1. We engage, enlighten and excite our students and the community.
2. Educate the county's workforce.
3. Model for high-quality, affordable education for all populations; first choice for higher education.
4. Resource hub for information about VCCCD and its colleges.
5. Great place to work.
6. VCCCD makes it happen for students.

Audience Snapshot (4/1/21)

Demographic	Facebook	Instagram	Twitter	LinkedIn
Gender	67% women 31% men	68.4% women 31.6% men	Not available	Not available
Age	35-44 women 25-34 men	25-44	Not available	Not available
Location	• Oxnard • Ventura • Camarillo • LA • Simi	• Oxnard • Ventura • Camarillo	Anecdotally: Ventura County	Greater Los Angeles Area

Voice
The District uses a voice that is professional yet friendly that aims to be:

- Informative
- Engaging
- Positive/Encouraging
- Inclusive

and avoids:

- Urban slang
- Uncommon acronyms
- Jargon
- Profanity, derogatory comments
- Tagging
- Hashtags

The District uses select hashtags to raise awareness of its posts. The ideal number of hashtags per social media platform is ever changing. The District's best practices usage of hashtags is to use ones that will help draw viewers and be identifiable with the VCCCD brand:

- #VCCCD on all posts, where applicable
- #CaliforniaCommunityColleges, to raise awareness with the California Community Colleges
- #MakeItHappen, #EyesOnThePrize, #Goals, used on motivational posts and graduation
- #MyVCCCDStory, student and alumni stories
- #VenturaCounty, where applicable
- #Cash4College, #ICanAffordCollege, #FinancialAid, used for Cash for College events in the spring and fall.
- #MoorparkCollege, #OxnardCollege, #VenturaCollege, #VenturaCollegeEastCampus, where applicable.
- Cities in Ventura County, where applicable.

Account Tags
The District will tag appropriate accounts to raise awareness of the posts, where appropriate and depending on the social media platform. The District tags companies or organizations mentioned in a post.

Commonly tagged accounts include:

- California Community Colleges
- County of Ventura
- Media Outlets
- Campus Departments

Acceptable Use

Personal Use
District employees may have personal social media accounts. These accounts should remain personal in nature and be used to share personal opinions; it is recommended that employees not use personal social media for work-related information. Adhering to this practice helps ensure a distinction between sharing personal and District views.

District employees cannot use their District e-mail account or password in conjunction with personal social networking. The use of college and District logos on personal social media to promote products, causes, or political candidates is prohibited.

The following guidance is for District employees who decide to have a personal social media account or who decide to comment on posts about official District business:

- State your name and, if relevant, role, when discussing District business;
- Use a disclaimer such as: "*The postings on this site are mine alone and are not official communications of the Ventura County Community College District (VCCCD). They do not reflect the values of the VCCCD nor are they endorsed by the District or its colleges.*

The District does not monitor personal sites of its employees; however, the District reserves the right to review for compliance purposes social media activity brought to the attention of the District as potentially violating guidelines established.

Professional Use
All official District-related communication through social media should remain professional in nature. Employees must not use official District social media for political purposes, to conduct private commercial transactions, or to engage in private business activities or any private use.

District employees should be mindful that inappropriate usage of official District social media can be grounds for disciplinary action. If social media is used for official District business, the entire District site, regardless of any personal views, is subject to best practices guidelines, and standards.

Only individuals authorized by the District may publish content to a District social media account.

Oversight and Enforcement
Posted content shall be on behalf of the District, and created and selected by employees, members, supervisors, and others as part of their official duties for the District, and not as the speech or expression of those individuals on behalf of themselves of any other group or organization. (Posted content shall not be part of any faculty member's expression constituting their own scholarship or teaching, although the District and Colleges may reference, among other things, the work and accomplishments of faculty in its posts.)

Employees representing the District through social media outlets or participating in social media features on District websites must maintain a high level of ethical conduct and professional decorum. Failure to do so is grounds for revoking the privilege to participate in District social media sites, blogs, or other social media features.

Information must be presented following professional standards for good grammar, spelling, brevity, clarity and accuracy, and avoid jargon, obscure terminology, or acronyms.

District employees recognize that the content and messages they post on social media websites are public and may be cited as official District statements. Social media should not be used to circumvent other District communication policies, including news media policy requirements.

District employees may not publish information on District social media sites that includes:

- Confidential information of the District or its Colleges
- Student information protected from disclosure by law
- Private information of faculty, employees, or students
- Materials that violates copyright or other intellectual property laws
- Profanity, racist, sexist, or derogatory content or comments
- Partisan political views, or content that urges the support or defeat of any ballot measure or candidate, including any candidate for election to the governing board of the district (Cal. Educ. Code, § 7054)
- Commercial endorsements or SPAM

Moderation of Third Party Content
District social media accounts serve as a limited public forum and all content published is subject to monitoring. User-generated posts and/or comments will be rejected or removed (if possible) from any social media platform when the content:

- violates VCCCD policy, including for students and employees who post, and the respective codes of conduct for students and employees
- is a post that is unrelated to the District, its Colleges, or its mission
- is a comment unrelated to the original post (i.e., is off-subject or out of context)
- contains obscenity
- contains personal identifying information or sensitive personal information of anyone
- violates the District policy on sexual harassment and other forms of harassment based on protected classifications under California law (for example, race, gender, sexual orientation, gender identity, gender expression, religion, age over 40, disability, national origin, among others)
- contains a threat of violence
- contains profane language, or any epithet based on protected classifications under California law
- incites or promotes violence or illegal activities
- contains information that reasonably could compromise individual or public safety
- contains information or reference to a current or potential District litigation

- content that encourages abusive fan behavior such as doxxing, dogpiling, brigading or off-platform targeting.
- advertises or promotes a commercial product or service, or any entity or individual
- urges the support or defeat of any ballot measure or candidate, including, but not limited to, any candidate for election to the governing board of the district (Cal. Educ. Code, § 7054)

Section 8: Regroup Communications

The District uses Regroup to distribute messages to students and the community. Email and text communications inform students about emergency situations, registration dates, campus activities, news, and reminders of available services and resources. Student communications are also provided to all VCCCD employees.

The department tracks communications by fiscal year; a report and copies of communications are updated as information is distributed.

Section 9: MyVCCCD Portal

MyVCCCD Portal provides valuable information to students and employee. The District plans to launch a new portal in FY22. The District posts timely and helpful information regularly under the heading "News You Can Use."

District Information and Technology provides leadership, strategic direction and oversight for the portal.

Section 10: Zoom Webinars

Zoom webinars allow for virtual meetings to be broadcast securely for up to 1,000 view-only attendees. Webinars are coordinated by a host(s) who can assign panelists, screen share, and interact with attendees through questions and answers, chat, or polls. Webinars can be a one-time event, recur in a series, or can be the same session held multiple times. Registration can either be turned on or off. If attendees pre-register, hosts have the capability of adding custom registration questions. Webinar registration can also be turned off, which would require attendees to join the webinar by clicking a link provided. Hosts and panelists are provided a unique link to join the webinar in their respective roles. A separate link will be provided to the webinar requestor to share with the audience/public.

To schedule a webinar, complete a [Webinar Request form](). Once completed, the requestor will receive an automated email confirming receipt of the request. Webinars are scheduled in the order received.

Public Affairs and Marketing oversees the webinar license and works collaboratively with the following classified professionals to facilitate the events:

- Moorpark College: [Michael Ashton]()

- Oxnard College: [Karla Banks](#)
- Ventura College: [Andrea Rambo](#)
- District Office: [Alexander Rock Fredell](#)

Section 11: Public Relations

The goals of the District's public relations activities are to communicate the work of the VCCCD, build a strong relationship with the community by educating, informing, and enlightening individuals, companies, and organizations, and distribute accurate, important communications in a timely manner to stakeholders. Public relations activities include press releases, feature pitches, guest articles in digital and print newspapers and publications, and speaking engagements.

The Public Affairs and Marketing Team follow the process below:

Creation of Communication:
- Gather information from the colleges and/or District leadership.
- Draft press release, including quotes from appropriate leadership within the District or receive draft press release from college.
- PAM team will obtain quotes from the Chancellor, Board Trustee, and College President, where applicable.
- The document is sent to the person who requested the press release, leadership, and the Director, Public Affairs and Marketing for review and approval.

Distribution of Communication by PAM Team:
- Once approved, the communication is posted in the VCCCD and college(s) Newsrooms, as applicable.
- The item is distributed to selected audiences, in this order: Board of Trustees, customized list of regional media, and VCCCD employees.
- Communications are sent from communications@vcccd.edu and includes links so they can be accessed as Word docs, PDFs or HTML links. Links to high resolution photos are included, as applicable.
- A final version of the document is uploaded to the appropriate folder in SharePoint and uploaded to the portal for students and employees.
- Lastly, the communication is posted on Facebook, Instagram, LinkedIn, and Twitter, as appropriate.

Section 12: Media Relations

The District maintains a close working relationship with local and regional media and communicates with media through Districtwide communications, including press releases and feature pitches. The District works diligently to maintain a high level or responsiveness and trust with media.

The VCCCD Chancellor is the spokesperson for the District and College Presidents speak for their respective college. The Board Chair speaks on behalf of the Board in matters of District business, as outlined in [Board Policy 2215 Role of the Board Chair](#).

When a media request is received, the Marketing and Communications Supervisor acknowledges the request, determines timeline, and works with District or college leadership to obtain the answer in a timely manner.

Section 13: Websites

The District maintains four websites:
- [vcccd.edu](#)
- [moorparkcollege.edu](#)
- [oxnardcollege.edu](#)
- [venturacollege.edu](#)

The purpose of the websites is to advance the District and college missions, provide information to prospective and current students about educational opportunities, and communicate with the community and our employer partners about opportunities and partnerships to strengthen Ventura County and the students we serve.

The Associate Vice Chancellor, Information Technology provides oversight of security, functionality, and integrity of the websites. The Director, Public Affairs and Marketing provides oversight of website design and content.

Website Redesign Project 2020
The District completed a redesign of all four sites in July 2020. The two-year project encompassed discovery, design, development, and implementation of a Drupal-based content management system to replace the old websites. An outline of the project deliverables included:

- Discovery Phase
  - User Personas
  - User Journeys/Navigational Paths
  - Stakeholder Interviews
  - Focus Groups
  - Online Surveys
  - Functional and Technical Specs
  - Analytics Review

- Content Strategy
  - Content Collection and Organization
  - Content Workflow
  - Site Mapping Workshop
  - Wireframes

- Design Phase

- o Designs
- o Style Guides

- Development Phase
  - o Content Editor, Breadcrumbs, Web Analytics, Roles and Permissions, Initial Content Types, Header and Footer, Search Engine Optimization Features, Faculty and Staff Directory, News Center and Events Calendars, Social Media Feeds, Slideshows, Videos, Menus, Campus Maps, Content Workflow, and Google Translate.

- Content Migration
- Browser Compatibility
- Themes
- Training
- Accessibility
- Quality Assurance Testing
- Acceptance of Deliverables

District Website Committee
Effective August 1, 2021, the District Website Committee (DWC) will begin meeting to review recommendations on integrity, security, design, functionality, and content of the VCCCD and college websites from the Districtwide Website Advisory Workgroup. DWC makes recommendations to the Chancellor's Cabinet and will meet as necessary.

DWC Members:
- Associate Vice Chancellor, Information Technology, Chair
- Associate Vice Chancellor of Strategic Partnerships, Enrollment, and Advancement
- Director, Public Affairs and Marketing
- Director, Information Technology Software and Applications
- MC Representative*
- OC Representative*
- VC Representative*

*College Representatives are appointed by the College President

Districtwide Website Advisory Workgroup
Effective August 1, 2021, the Districtwide Website Advisory Workgroup (DWAW), an operational workgroup, will begin meeting and advise DWC on matters relating to functionality including site structure, navigation and user journeys, indexing, searching and archiving of content, and content and design. The workgroup reviews submissions for website improvements and advises DWC. DWAW membership includes a broad representation from all areas of the District and colleges and meets as necessary.

DWAW Members:

- Associate Vice Chancellor, Information Technology, Chair
- Associate Vice Chancellor of Strategic Partnerships, Enrollment, and Advancement

- Director, Public Affairs and Marketing
- Director of IT, Software and Applications Development
- One College Chief Student Services Officer
- One College Chief Business Officer
- One College Chief Academic Officer
- One Career Education Dean
- One Faculty Member
- One Student Activities Specialist
- DAC Human Resources Representative
- DAC Marketing and Communications Supervisor
- DAC Marketing, Communications, and Web Design Coordinator
- From Each College:
  - Marketing/Outreach Director
  - Student
  - Guided Pathways Chair/Representative

Public Affairs and Marketing frequently meets with Districtwide stakeholders to discuss Districtwide work. These stakeholders include representatives from Guided Pathways, registrars, financial aid, student activities, career education, veterans, foundations, distance education, counseling, and other various governance groups.

Content Management System Users Roles and Training
VCCCD uses the Drupal 8 operating system for the four websites. Drupal users are required to attend training for Drupal 8 and Accessibility prior to receiving site access. Drupal users can also participate in other trainings, which include selecting and editing photos, communicating messaging, and designing graphics. One-on-one training is available to assist users with other needs.

Drupal roles are identified as follows:

- Webmaster/System Administrators are responsible for the technical, security, and functionality of the websites and report to the Associate Vice Chancellor, Information Technology; and the Director, Information Technology Software and Applications and Development.

- Administrators are responsible for monitoring website traffic, administering user access and required training, updating homepages, maintaining content and style guides/standards, and monitoring accessibility. Director, Public Affairs and Marketing oversees the activities of the Administrators and regularly consults the Webmaster/System Administrators; Associate Vice Chancellor, Information Technology; and the Director, Information Technology Software and Applications and Development.

- Site Editors maintain access to all site pages and can update homepage hero images through the Administrator. College(s) Executive Management and the Administrators oversee the activities of the Site Editors.

- Approvers create, update, and approve assigned pages. Reporting Managers/Supervisors oversee and are accountable for the activities of Approvers and may consult the Site Editors and Administrators.

- Authors create and update assigned pages. Reporting Managers/Supervisors oversee and are accountable for the activities of Authors and regularly consult the Assigned Approvers in their area(s), the Site Editors and Administrators.

- Newsroom and Event Users add events and news articles to newsrooms and calendars and promote items to the homepage. College Executive Management, Administrators, and, Editors oversee and approve the activities of the College Newsroom and Event Users.

- Map Editor updates all site map pages, including adding new locations, updating photos, and changing content. Director, Public Affairs and Marketing oversees the activities of the Map Editor.

Training Resources
Public Affairs and Marketing provides training to employees who are responsible for updating webpage(s). New Drupal Users are required to attend trainings prior to being provided access. Drupal Users must follow established guidelines and design standards.

Alerts
Website Alert pages are updated regularly to ensure a clear and informative approach regarding Districtwide and college-specific emergency communications. Alerts pages serve as a key point of reference during emergencies. Alerts pages are updated and maintained by College/DAC Site Editors and the District Web Design Coordinator. College Executive Management and District Director, Public Affairs and Marketing oversee and approve the activities of their respective site Alerts page.

Reporting a Problem
Problems with links, experience, content, and/or functionality can be submitted as follows:
Report a Website Issue

Employee Directory
Employee directory pages provide visitors with contact information, office hours, bios, and course information. Classified professionals, part- and full-time faculty, and administrators are encouraged to update their directory pages regularly. Employees are encouraged include a photo and to complete their directory page.
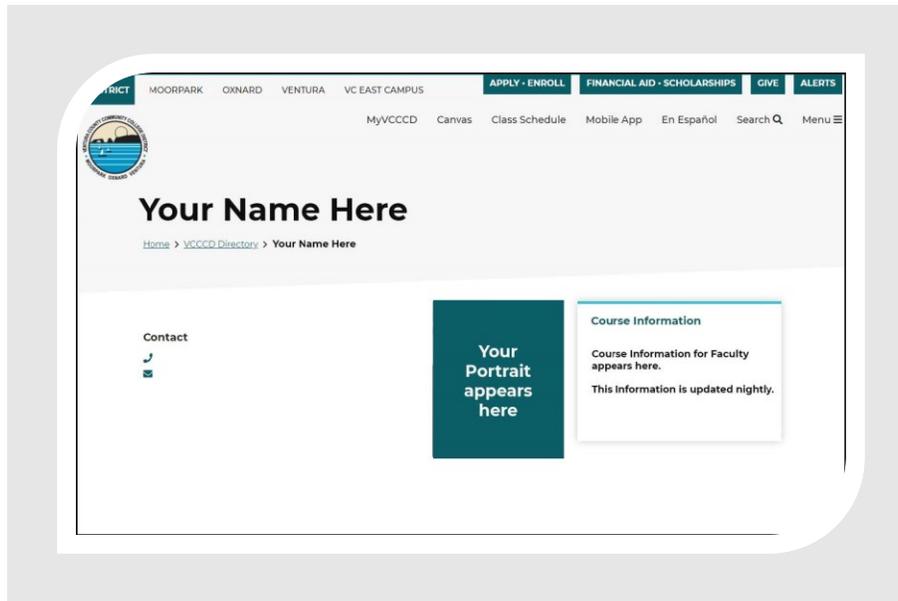
1. Log in to the Employee Portal (my.vcccd.edu) then click on the "Work Life" tab. Scroll down and look for the "Public Websites" channel on the bottom left. Under "Employee Directory," click on the "Update Your Directory Information" link.
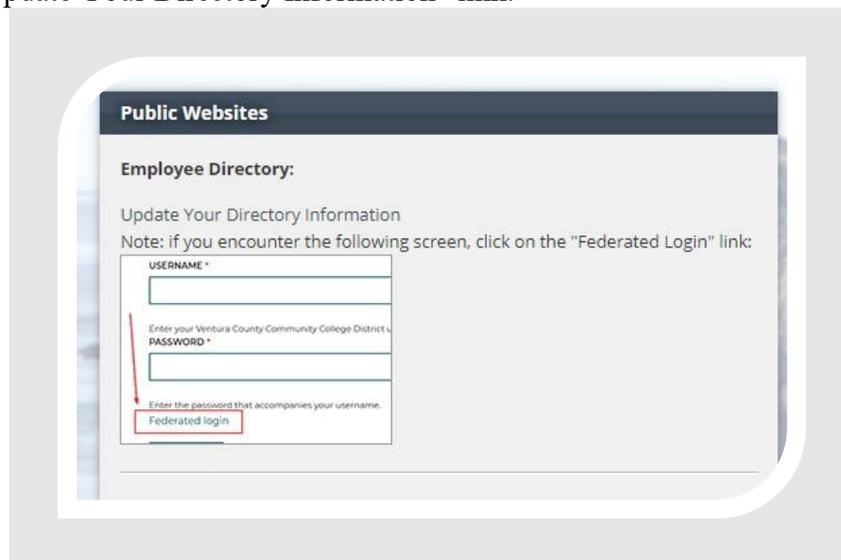
2. You will then be taken into your Drupal Profile page. Do not confuse this for your directory page. Under "Directory Profile" click on the hyperlink of your name.
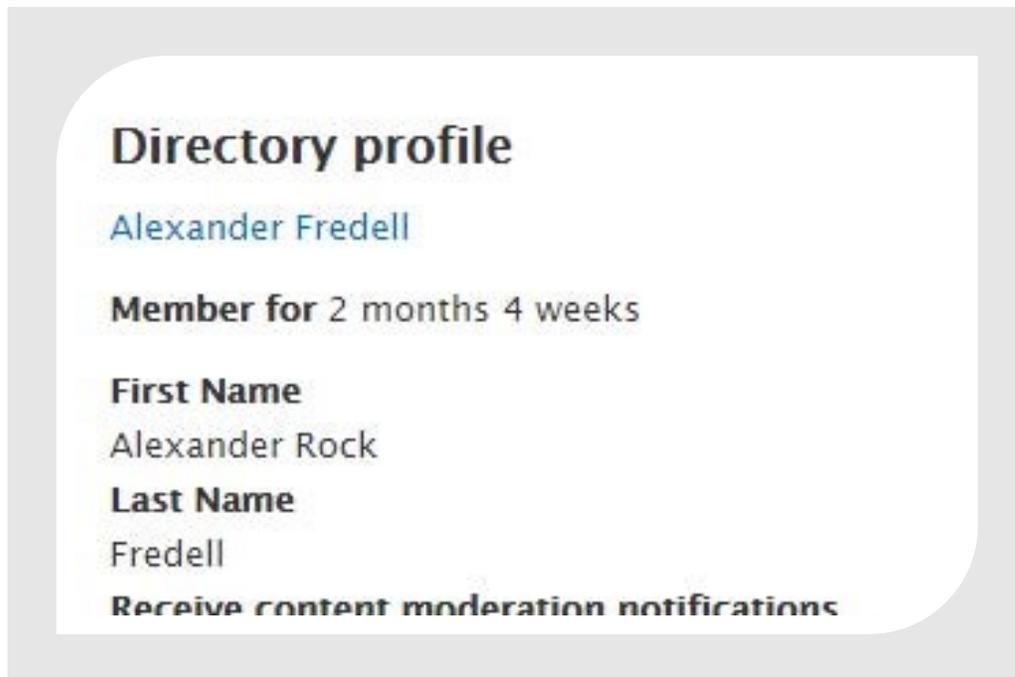
3. When you are on your directory page, click "edit."
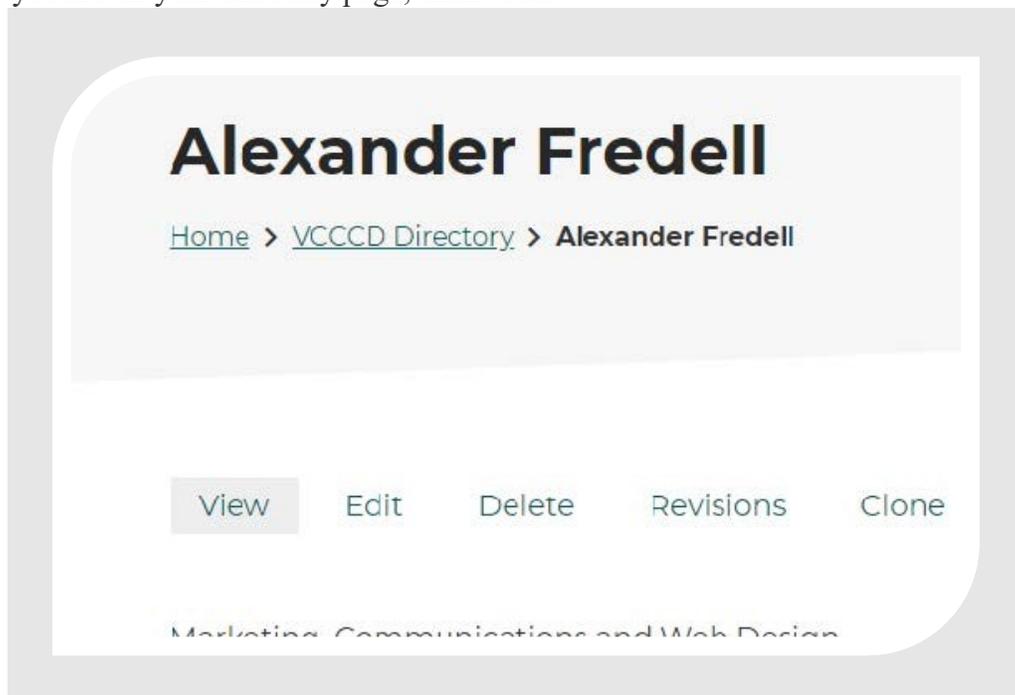
4. You will then be taken to the page editor to add information to the following fields:

- Job Title
- Office Location
- Office Phone
- Cell
- Website URL and Link Text
- Facebook URL
- Twitter URL
- LinkedIn URL

5. Continuing on, add information to the following fields:

- Office Hours
- Education

- Portrait
- About (Bio Section)

Add additional information by clicking "Add another item." When uploading a portrait, it is important that you give your photo Alternative Text and a Category. You can use the current year as the category. To upload a photo or document to your "About Section," click on the Bold "E" Icon. To upload/embed a YouTube or Vimeo video, click on the "Music Note and Picture" icon.

6. Faculty assignments are automatically populated into profiles. Faculty can add other course information, including:

- Title of Course
- Attachments (Syllabus, etc.)
- Links (Canvas, MyMathLab, etc.)

7. When you have finished editing your profile, click the blue "Save" button to publish. You can update this page as often as you like.

Custom Code and Embedded Assets
VCCCD, Moorpark College, Oxnard College, and Ventura College follow an established design. Therefore, no additional code can be added on the sites. Any new embedded assets requests for a webpage/website should be submitted as a request through the marketing request process.

Third-Party Websites
With exception to Intercollegiate Athletics Programs, Virtual Graduation Yearbooks, and America's Teaching Zoo at Moorpark College, VCCCD prohibits any creation, research, payment, links to, and/or maintenance of third-party websites. Links to third-party websites will be removed immediately.

Legal and Institutional Compliance
Drupal Users will adhere to relevant federal and state laws and VCCCD policies, procedures, and practices.

Copyright and trademark laws apply to online publishing, as well as to print publishing. Website users must have permission to publish the information, graphics, images, audio, video, or photographs on the pages they manage if they are not the copyright or trademark owner, unless exempted by law (such as TEACH Act [Technology, Education and Copyright Harmonization Act of 2002] or content that is in the public domain). Online publications are subject to the same District policies and standards as print publications.

VCCCD websites constitute a "non-public forum" and, therefore, the District can impose reasonable regulations regarding the content and appearance of any and all web pages hosted on District-owned or contracted computing facilities (cloud-based hosting) as required by law.

Website Content Development
The District has adopted the Drupal content management system (CMS) as the standard web development platform. Therefore, pages are developed using approved themes and style guides within this platform. Any web page development outside this platform must be developed in coordination with the District Web Design Coordinator. District file naming conventions and image format standards are available from the District Web Design Coordinator. Templates are provided for department, program, or organizational pages, as well as for professional pages.

Hero Images

1. Titles: The first letter of each word is capitalized, with the exception of words like a, the, if. However, if the title starts with words such as a, the, if then they are capitalized.
2. Captions: Use punctuation for full sentences; only the first word in the sentence is capitalized.
   a. Spring, Fall, Winter, Summer when referring to a semester are capitalized.
   b. Terms used as titles, like Open Registration, are capitalized.
3. Links: Use punctuation for full sentences; only the first word in the sentence is capitalized.
   a. Discover more. Learn more. These are sentences.
   b. Map You Future: no punctuation, each word is capitalized because the phrase is a webpage and tagline.
   c. Series of words that do not make up a sentence: Each word is capitalized, except for "and." Use a comma before the "and"
      i. Example: Updates, Prevention Tips, and Resources
4. If the graphic has copy that reads like a title, then no title is needed in the text copy.
5. Districtwide hero images have the four college circle logo on registration graphics.

Photo and Content Guidelines and Process
Once a page has been approved for content, the District Web Design Coordinator will verify the page for accessibility in accordance with the Web Content Accessibility Guideline (WCAG) standard as well as for functionality and technical stability. During the approval or verification process, the District Web Design Coordinator may be asked to add appropriate navigation links to District/College standard pages or to adjust images or content if needed to conform to publication guidelines, technical, or accessibility standards. The District Web Design Coordinator, Site Editor, or appropriate Approver will then publish the page to the website.

If the District Web Design Coordinator or Webmaster/System Administrators determines that the content is orphaned, obsolete, or "stale," the page can be deactivated or removed from the website. Photos and content must meet District and college brand guidelines.

Misuse and Errors

Complaints alleging misuse of District and college web pages or related technology resources should be directed to the appropriate supervisor or administrator for action. The District reserves the right to unpublish any page or link from the website that deviates from this document, District policies, and procedures, or that violates copyright or other state/federal laws, or that contains malicious or unsafe code. The District Web Design Coordinator will notify the website user and appropriate administrator of page or link deactivation. Incorrect or non-working links or typographical errors will be resolved in the most expeditious manner possible, facilitated by the District Web Design Coordinator.

The following are a few examples that violate the law, District policy or procedures, or both:

- o libelous statements
- o use and distribution of pirated software
- o destructive software
- o illegally used copyrighted images or text

Accessibility

VCCCD is committed to providing access to higher education for all members of our diverse community whom we serve. Our goal is to provide content in a format that reduces the barriers of accessibility and provides equal access to information that is comparable to those without disabilities without imposing an undue burden on the institution. VCCCD maintains its websites to be in compliance with the policies and regulations outlined in Section 504 and 508 of the Rehabilitation Act. The Section 508 standards are the technical requirements and criteria that are used to measure conformance within this law.

Any content and documents made available on websites controlled by VCCCD or its colleges and campuses are to be posted in a manner that is accessible and most appropriate for the purpose and intended audience of the information.

If you encounter a page or document that contains inaccessible information, please Report a Website Issue

Section 14: Website Chatbots and LiveChat

Chatbots and LiveChat provide website visitors with answers to questions in real-time. On September 9, 2020, the Board of Trustees approved a contract with Career America, dba Ocelot, to provide a tool on the websites that gives answers to pre-recorded, commonly asked questions.

ChatBot and LiveChat offer quick and informative responses to students and staff. Using these tools will increase efficiency and enhance a visitor's experience to the websites by providing answers quickly.

The following departments are currently using the bot:

Moorpark College

- ACCESS (DSP&S)
- Admissions & Records and Welcome Center
- (Academic Advising) Counseling
- EOPS/CARE/CalWORKs
- Financial Aid
- International Students
- Title IX
- (Tutoring) Teaching and Learning Center
- FYE/SYE
- Foster Youth

Oxnard College

- 1st STEP Center
- Admissions & Records
- (Academic Advising) Counseling
- EAC (DSP&S)
- EOPS/CARE/CalWORKs
- Financial Aid
- Title IX
- (Tutoring) Library & Learning Resource Center
- Veterans Center
- Career Center
- Transfer Center

Ventura College

- Admissions & Records
- Financial Aid
- Student Business Office
- Student Connect Center
- Tutoring Center
- CalWORKs
- EAC (DSP&S)
- (Academic Advising) Counseling
- EOPS/CARE
- Title IX
- FYE
- Veterans Resource Center

District Administrative Center

- Human Resources

Section 15: Contact Information

Patti Blair
Director, Public Affairs and Marketing

Sarene Wallace
Supervisor, Marketing and Communications

Janeene Nagaoka
Marketing, Communications and Webdesign Coordinator

Diana Martin
Marketing, *Communications* and Webdesign Coordinator

Alexander "Rock" Fredell
Marketing, Communications and *Webdesign* Coordinator