



Blue Mountain Community College *Administrative Procedures*

Procedure Title: Public Engagement and Communications Program
Procedure Number: 06-2005-0003
Board Policy Reference: IV.A. General Executive Direction

Accountable Administrator: President
Position responsible for updating: President
Original Date: 12-21-05
Date Approved by Cabinet: 01-17-06
Authorized Signature: *Signed original on file*
Dated: 01-17-06
Date Posted on Web: 03-07-22
Revised:
Reviewed: 03/22

Purpose/Principle/Definitions:

The College believes that an effective public engagement and communications program is a necessary component of the College's organization and operation. Therefore, the College supports the President in creating a program that invites the public to assist in establishing the College's mission, goals and educational priorities.

A sound and constructive relationship between the College and its constituent communities is essential to meet the communities' needs. The President will be responsible for providing guidance to staff members to improve their community interaction skills, developing strategies for listening to public and staff concerns, and actively involving citizens in the decision-making process of the College. College staff members, community leaders, citizens, service clubs, the Chamber of Commerce, and other organizations will be provided an opportunity to discuss issues involving the College.

Guidelines:

The College's public engagement and communications program will:

1. Provide meaningful opportunities to seek and use public comment on issues affecting the operation of the College;
2. Encourage a better understanding of the goals, needs, and accomplishments of the total educational program;
3. Be a planned, systematic, two-way process between the President and the

College's employees and the community;

4. Include the use of a variety of media such as meetings, letters, circulars, seminars, publications, and personal contacts;
5. Provide the information-sharing and discussion channels necessary for resolving differences and eliminating misunderstandings.

The communications program should:

1. Encourage informal as well as formal methods of two-way communication;
2. Include the use of a variety of media such as meetings, E-mail, publications, and personal contacts;
3. Supplement and support the general public engagement and communications program of the College.

In order to coordinate the College's message and not limit public discussion of issues, all employees who are invited to speak for BMCC in public should discuss their remarks with the President and the Media Relations Director prior to speaking.

Legal References:

[ORS 341.290](#) (2)