

**CALIFORNIA COMMUNITY COLLEGES  
CHANCELLOR'S OFFICE**

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To: Administrators of Technology Grants and Initiatives

From: Van Ton-Quinlivan, Executive Vice Chancellor, Workforce & Digital Futures  
Paul Feist, Vice Chancellor, Communications & Marketing

CC: Thursday Tech Operations Review Team, Gary Bird, Russell Grant

Subject: Communications Policies & Protocols; Branding Improvements

Dear Grant Administrator,

We are writing 1) to communicate policies and protocols that all technology grants and initiatives must comply with as it relates to public communications, media relations and product endorsement and 2) to alert you to upcoming branding improvements.

As a grant administrator of a technology initiative(s), please keep foremost in mind that you and the employees, as well as contractors, you supervise are working on behalf of the California Community Colleges Chancellor's Office, and public communications must be in alignment with the priorities of the Chancellor's Office. To help insure that alignment and consistency, **we are providing the following policies and protocols that apply to anyone with "California Community Colleges" on their business card** (e.g., California Community Colleges Technology Center, California Community Colleges Online Education Initiative, California Community Colleges Education Planning Initiative, California Community Colleges Information Security Center, California Community Colleges Accessibility Center, etc.):

- All requests for media interviews must be approved in advance by the Chancellor's Office division of communications and marketing (or its designee) before an interview with a news organization, blog, trade journal or other publicly disseminated media publication is given.
- The Chancellor's Office division of communications and marketing (or its designee) must approve all public speaking engagements at events that may garner media attention.
- No press releases or statements from any initiative shall be issued unless approved in advance by the Chancellor's Office division of communications and marketing (or its designee).
- Technology initiatives and their representatives shall not publicly endorse products. While vendor relations are an important function of grant administration and operations, the California Community Colleges does not publicly promote or endorse products. Doing so runs the danger that the California Community Colleges is currying favor with the vendors, which suggests a possible hidden agenda that undermines public trust.

- Grantees may provide vendors with letters of reference, upon the request of the vendor, in connection with a vendor's response to a request for proposals. Such letters should be reviewed by the Chancellor's Office.

Also, the California Community Colleges Chancellor's Office is working to align and standardize the brand overseeing the largest system of higher education in the nation. The purpose is to more clearly and accurately identify the provenance of work that is being done by grantees on behalf of the California Community Colleges Chancellor's Office and the Board of Governors. Project components include:

- Refining the California Community Colleges Chancellor's Office seal to improve the reproduction ability,
- Flattening the brand architecture used by the Chancellor's Office and its grantees, refreshing the typeface and color palette, and
- Updating the brand's style guide to include communications standards and guidelines for grantees and initiatives funded by the Chancellor's Office. This includes developing refreshed collateral and templates for use by the Chancellor's Office and its grantees, and supporting the rollout of the style guide to partners and stakeholders.

More information for grantees about the brand alignment in early 2018. To facilitate this work, **all initiatives retaining a person or firm to undertake communications will need have their representative attend coordination calls hosted by the Chancellor's Office division of communications and marketing** (or its designee).

Please contact Paul Feist at [pfeist@cccco.edu](mailto:pfeist@cccco.edu) with any questions.