

DSCC

Communications Manual,

Style and

Branding Guide

2011-12

Printed Material • Web Site • Social Media

DSCC Communications Manual, Style and Branding Guide

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Statement of Vision

Dyersburg State Community College will elevate the region's educational attainment thereby enhancing the quality of life in West Tennessee.

Abbreviated Mission Statement

Dyersburg State Community College uses learner-centered instruction to expose students to the best historical and con-temporary ideas to help them create effective solutions to future challenges.

Source/Reference:

- DSCC Policy Manual
- TBR Guideline G-090
- TBR Guideline G-140
- THEC Publication
Committee Guidelines,
Revised 2005
- Tennessee Code Annotated
12-7-106

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Dear DSCC Faculty and Staff Members:

In 2006, DSCC began a coordinated effort to establish branding standards for the College. Our hope was that these standards will allow us to build a strong, unified, and easily identifiable presence for the College. Through your support, we have made great advances toward this goal and we are seeing results in many areas of our operations.

Please remember that each communication we make is our opportunity to make a great first impression. After a document, broadcast or message leaves our campus, it often takes a life of its own--influencing constituencies in ways that we may never know. Each contact we make, whether personal, written, or through other media, is a chance for us to tell the story of DSCC and the many services we provide to our area. I encourage you to use this manual as your guide so that our first impressions, and all subsequent ones, are accurate, appropriate, consistent, and lasting.

Sincerely,

A handwritten signature in cursive script that reads "Karen A. Bowyer". The signature is written in black ink and is positioned above the printed name and title.

Karen A. Bowyer
President



DSCC Policies

Release of Information Concerning Students - Policy 04:09:00

I. Purpose

The purpose of this policy is to define what information concerning students may be released by the college to anyone, including parents, spouses and the media.

II. Scope

This policy applies to all students, faculty and staff members.

III. Policy

In accordance with the Family Educational Rights and Privacy Act (FERPA), Dyersburg State Community College may disclose directory information to any person requesting it without the consent of the student. Directory information includes the student's name, address, telephone number, e-mail address, date and place of birth, major field of study, photograph, participation in officially recognized activities and sports, weight and height of members of athletic teams, dates of attendance, enrollment status, degrees and awards received, and the most previous educational agency or institution attended by the student.

Faculty members may not publicly post student grades using any portion of the student's social security number. Any request for information about a student by law enforcement agencies should be referred to the Admissions and Records Office or the Director of Public Information.

IV. Compliance

All employees of Dyersburg State Community College are responsible for adhering to this policy.

V. Revision History

Approved by Administrative Council May 2005. Revised September 2011

Public Information 08:05:00

All news and information pertaining to college activities for release to the general public through print and broadcast media, and all advertising, except for advertising for college employment, should be prepared for release by the Public Information Office which is located in the Office of Institutional Advancement.

Faculty and administrative staff are asked to submit publicity requests in writing well in advance of the event. Requests for publicity for events which hope to attract public participation (performances, lectures, competitions, etc.) should be made at least three weeks in advance of the event to insure proper coverage.

Requests for special services such as photography, graphic preparation, etc., should be submitted directly to the Public Information Office.

Photographic services in support of the public information function are available through the Public Information Office and the expense of such services are borne by that budget. Determination of the appropriateness or suitability for public distribution of press releases, public service announcements, brochures, etc., will be the responsibility of the Public Information Office.

Photographic services in support of all other college functions, including photos for academic classes, snapshots of personal-use photos of faculty, staff or students,

campus organizations, etc., are not the responsibility of the Public Information Office. The media have been requested not to consider as official any information regarding programs, staff, or activities at Dyersburg State provided by anyone other than the President or the Public Information Office.

Publications and Media Guidelines - 08:05:01

Note: The State of Tennessee mandates that all publications produced by state agencies and institutions at the expense of the state for promotion of information purposes be revised and approved by designated representatives. The state has delegated approval authority for higher education publications to the Tennessee Higher Education Commission. THEC has further delegated the responsibility to individual colleges and universities, following guidelines of the Higher Education Publications Committee. At Dyersburg State Community College, the president has designated the Office of Public Information to review and approve all publications. When approved, a publication is assigned an authorization number. Material that requires such a number may not be reproduced within the College or by outside agencies if the number is not affixed to the artwork or document.

Our DSCC policy is in accordance with the state's compliance rules.

A. Definition of Publications – “Publications” is defined as any document which is produced on paper or for electronic distribution for the purpose of promoting the services and related activities of Dyersburg State Community College and is intended for general distribution both on and off campus.

B. Rationale for Establishment of Guidelines - The purposes of these guidelines are:

1. to comply with state regulations regarding the monitoring of forms and publications,
2. to maintain a consistent image in campus publications and non-print presentations developed for external use, and
3. to develop a method for setting priorities for the development of new publications.

C. Publications File

1. To insure that Dyersburg State is in compliance with the guidelines set forth by the Higher Education and Technical Institutions Publication Committee, the Public Information Office will maintain a file which contains the following information on each publication:

- a. Name of publication
- b. Department producing publication
- c. Purpose and brief description of publication's contents
- d. Number of copies authorized to be printed
- e. A general list of distribution
- f. Estimated cost of printing and distribution

2. Any publication printed at facilities not operated by the state, higher education institution, or technology center must include the printer's name, address and the number of copies printed.

3. A publication number shall be assigned to each publication which has been approved. The publication number shall be affixed to the publication adjacent to the identification of the higher education institution responsible for the publication. No printing facility operated by a higher education institution shall print any publication unless the publication number has been affixed as required. All printing vendors will agree that no publication shall be printed without a publication number being affixed.

4. Examples of publications which require a publication number are:

- a. Catalogs
- b. Application for admission
- c. Brochures, posters, calendars, pamphlets, fliers, programs, etc., promoting cultural or athletic events
- d. Alumni and development solicitation materials

Does your publication need to be assigned a publication number? The test is whether the publication might be displayed on a bulletin board or distributed to the public. If so, the publication must bear a publication number.

The Law

From the Higher Education Publications Committee Printing and Publishing Guide:

12-7-106

(b)The publications committee shall require any publication printed at facilities not operated by the state or higher education institution or technical institute to include the printer's name, address, and the number of copies printed.

(d) No printing facility operated by a higher education institution or technical institute shall print any publication unless the printing authorization number has been affixed as required by this subsection.

1. The president or chancellor, his designee, or designated committee of each campus or unit is responsible for the review and prior approval of new publications and renewal of existing publications.

At DSCC, this responsibility is assigned to the Office of Public Information.

- e. Seminar and workshop registration forms, brochures, etc
 - f. Research project reports (if printed for general distribution to other than institutional officials and the sponsoring agency)
 - g. Treasurer's reports and other financial documents provided to parties outside the institution
 - h. Purchasing - Request for Quotation (bids)
 - i. Purchase Orders
 - j. Employment applications
 - k. Placement forms
 - l. Other publications which must have a publication number, but are not as a rule produced for the general public are:
 - 1. Campus, college and department newsletters
 - 2. Faculty handbooks
 - 3. Employee training manuals
5. Printed materials not requiring a publication number are:
- a. Classroom materials
 - b. Internal memoranda
 - c. Letters or other forms of correspondence
 - d. Invitations
 - e. Computer report formats
 - f. Forms originating from sources other than Dyersburg State

C. Obtaining a Publication Number

Offices needing a publication number should contact the Public Information Office for assignment of the number. This action is routine and should be accomplished at the time of contact.

D. Publications Subject to Image Review

Publications which promote or present information about the goals, mission, or programs of the college to the public, prospective students, former students, current donors, or prospective donors including the college bulletin, class schedules, brochures, student handbook, media presentations, or photographic work should be reviewed by the Director of Public Information and Alumni.

E. Flyers and Public Event Programs

Offices needing flyers of public event programs may contact the Public Information Office for assistance with content, layout, and printing. However, in the interest of time offices may print flyers or public event programs. In these instances, offices are required to contact Public Information for assignment of a publication number. A copy of the flyer or program should also be sent to Public Information before final printing.

F. Equal Opportunity Statement

All publications produced by Dyersburg State Community College shall include the College's Equal Opportunity Statement: "Equal Opportunity in Education and Employment."

G. News Releases

Offices needing short news releases or public service announcements should contact Public Information. Under normal circumstances, brief releases and public service announcements can be dispatched the same day or next day as requested. Individuals who prefer to prepare their own releases should transmit the material to public information for review and distribution. Public Information reserves the right to edit news releases or public service announcements for brevity, clarity, or institutional image.

H. Official Logo

1. The "Oak Tree" is the official logo of Dyersburg State Community College. It should be used on all major publications (and all others when appropriate). The preferred logo should be used on all DSCC publications, except as noted in (2) below. Any variation must be approved by the President.
2. The Eagle is the official mascot of DSCC athletic teams and should be used on all athletic publications. A copy of the Eagle mascot is also available from the Public Information Office.



I. Major Publications Requiring President's Approval

1. Major publications include the bulletin, program brochures, general recruitment materials, class schedules, etc., which convey both information and institutional image. Publications of this nature are subject to review and approval by the President.
2. Priorities for brochures and other publications will be set on an annual basis and reviewed periodically by the President.
(Apr. 2/86; Rev. 12/89; Rev. 10/04; Rev. 06/05)

Computing, Network and Communications Acceptable Use Policy - 08:12:02

I. Purpose

The purpose of this policy is to outline the acceptable use of technology resources at Dyersburg State Community College. These rules are in place to protect the employees, students and the college. Inappropriate use exposes DSCC to risks including virus attacks, compromise of network systems and services, and legal issues.

II. Scope

This policy applies to employees, contractors, consultants, temporaries, other workers and students at Dyersburg State Community College, including all personnel affiliated with third parties. This policy applies to all equipment that is owned or leased by DSCC. This policy applies to all computing, network and communications resources provided by Dyersburg State Community College and to all users of these resources. Access to DSCC's information technology (IT) resources is a privilege. This privilege may be limited or revoked if an individual violates DSCC policies, TBR policies or state or federal laws.

Internet/Intranet/Extranet-related systems, including but not limited to computer equipment, telecommunications equipment, software, operating systems, storage media, network accounts providing electronic mail, WWW browsing, and FTP, are the property of Dyersburg State Community College. These systems are to be used for business or educational purposes in serving the interests of the institution, and of our students in the course of normal operations.

III. Policy

3.1 General Use and Ownership

1. While DSCC's network administration desires to provide a reasonable level of privacy, users should be aware that the data they create on the college's systems remains the property of DSCC. Because of the need to protect DSCC's network, management cannot guarantee the confidentiality of information stored on any network device belonging to DSCC.
2. For security and network maintenance purposes, authorized individuals within DSCC may monitor equipment, systems and network traffic at any time.
3. DSCC reserves the right to audit networks and systems on a periodic basis to ensure compliance with this policy.

3.2 Security and Proprietary Information

1. Keep passwords secure and do not share accounts. Authorized users are responsible for the security of their passwords and accounts. All system level and user passwords should be changed quarterly.

2. All PCs, laptops and workstations should be secured with a password-protected screensaver with the automatic activation feature set at 10 minutes or less, or by logging-off (control-alt-delete for Win2K users) when the host will be unattended.
3. Use encryption of information in compliance with the Information Security policy.
4. Because information contained on portable computers is especially vulnerable, special care should be exercised. Protect laptops in accordance with the "Laptop Security Tips" in the IT Standards and Procedures manual.
5. Postings by employees from a DSCC email address to newsgroups should contain a disclaimer stating that the opinions expressed are strictly their own and not necessarily those of DSCC, unless posting is in the course of business duties.
6. All hosts used by the employee that are connected to the DSCC Internet/ Intranet/Extranet, whether owned by the employee or DSCC, shall be continually running approved anti-malware software with a current signature database unless overridden by departmental or group policy.
7. Employees must exercise caution and good judgment when opening email attachments. Whether the sender is known to the user or not, these attachments may contain viruses, spyware and other malware.

3.3. Unacceptable Use of DSCC resources

The following activities are, in general, prohibited. Employees may be exempted from these restrictions during the course of their legitimate job responsibilities (e.g., systems administration staff may have a need to disable the network access of a host if that host is disrupting production services).

Under no circumstances is an employee of DSCC authorized to engage in any activity that is illegal under local, state, federal or international law while utilizing DSCC-owned resources.

The lists below are by no means exhaustive, but attempt to provide a framework for activities which fall into the category of unacceptable use.

The following activities are strictly prohibited, with no exceptions:

1. Violations of the rights of any person or company protected by copyright, trade secret, patent or other intellectual property, or similar laws or regulations, including, but not limited to, the installation or distribution of "pirated" or other software products that are not appropriately licensed for use by DSCC.
2. Unauthorized copying of copyrighted material including, but not limited to, digitization and distribution of photographs from magazines, books or other copyrighted sources, copyrighted music or movies, and the installation of any copyrighted software for which DSCC does not have an active license is strictly prohibited.
3. Exporting software, technical information, encryption software or technology, in violation of international or regional export control laws, is illegal. The appropriate management should be consulted prior to export of any material that is in question.
4. Introduction of malicious programs into the network or server (e.g., viruses, worms, Trojan horses, spyware, etc.).
5. Revealing your account password to others or allowing use of your account by others. This includes family and other household members when work is being done at home.
6. Using a DSCC computing asset to actively engage in procuring or transmitting material that is in violation of sexual harassment or hostile workplace laws in the user's local jurisdiction.
7. Effecting security breaches or disruptions of network communication. Security breaches include, but are not limited to, accessing data of which the employee is not an intended recipient or logging into a server or account that the employee is not expressly authorized to access, unless these duties are within the scope of regular duties. For purposes of this section, "disruption" includes, but is not limited to, network sniffing, ping floods, packet spoofing, denial of service, and forged routing information for malicious purposes.

8. Port scanning or security scanning is expressly prohibited unless prior notification to the Vice President of Technology is made.
9. Executing any form of network monitoring which will intercept data not intended for the employee's host, unless this activity is a part of the employee's normal job/duty.
10. Circumventing user authentication or security of any host, network or account.
11. Interfering with or denying service to any user other than the employee's host (for example, denial of service attack).
12. Using any program/script/command, or sending messages of any kind, with the intent to interfere with, or disable, a user's computing session, via any means, locally or via the Internet/Intranet/Extranet.
13. Providing information about, or lists of, DSCC employees to parties outside DSCC.

Peer to Peer Software

1. The loading of peer to peer and other distributed file-sharing software on any computer or device owned by DSCC is prohibited.
2. Users found to have peer to peer and other distributed file-sharing software on any computer for which they have responsibility, will be reported to their supervisor and the appropriate Vice President.
3. Current examples of peer to peer file and music sharing software includes BitTorrent clients (such as µTorrent, Tixati, Vuze/Azureus, etc.), Bearshare, Limewire, iMesh, and Morpheus.

Email and Communications Activities

Refer to DSCC E-mail Policy 08:11

3.3 Acceptable Use of Social Media

1. Use of social media such as Facebook, Twitter, Foursquare, blogs, forums, wikis, podcasts and other interactive communication technology is permitted only for educational or work related purposes using DSCC resources.
2. Accounts or sites representing Dyersburg State Community College or any departments, divisions, or student organizations of DSCC on any social media must be requested and approved by the Vice President for Technology and the Director of Public Information.
3. Posts by employees with DSCC accounts or to DSCC sites, whether using DSCC's property and systems or personal computer systems, is also subject to the terms and restrictions set forth in this Policy.
4. Posts should be written in a professional and responsible manner, should not otherwise violate DSCC policy, and should not be detrimental to DSCC's or the Tennessee Board of Regent's best interests.
5. Employees are prohibited from revealing any DSCC confidential or sensitive information when engaged in posting or publishing to social media.
6. Employees shall not engage in any posts that may harm or tarnish the image, reputation and/or goodwill of DSCC and/or any of its employees. Employees are also prohibited from making any discriminatory, disparaging, defamatory or harassing comments when posting to an official DSCC site or otherwise engaging in any conduct prohibited by DSCC's Non-Discrimination and Anti-Harassment policy.

IV. Compliance

Any employee found to have violated this policy may be subject to disciplinary action, up to and including termination of employment or suspension.

V. Definitions

Term	Definition
Blogging	Writing a blog. A blog (short for weblog) is a personal online journal that is frequently updated and intended for general public consumption.
Peer to Peer	Software program that share files with peers on a network usually by automatic discovery. These systems are frequently used for unlawful activities, such as sharing copyrighted material such as music and video.
Social Media	Technology using web-based, mobile and/or other technology to provide interactive communication.
Spam	Unauthorized and/or unsolicited electronic mass mailings.

VI. Revision History

Policy approved by Administrative Council on 04/29/2011.

Web Site Policy - 08:27:00

I. Purpose

The Dyersburg State Community College web site serves as a major source of information about the college to its students, faculty, staff and the community. The web site must provide timely, accurate, and helpful information to its constituents in a consistent and professional manner while helping achieve the mission and goals of the college. This policy provides for the on-going development and maintenance of the web site.

II. Scope

This policy covers all official pages of the web site representing Dyersburg State Community College or any department thereof. This applies to both the public-facing web site and the intranet in MyDSCC. The Web Standards and guidelines found in the DSCC Communications Manual, Style and Branding Guide must also be followed.

III. Policy

- Any web page created with the intent of representing the college, or any of its programs, procedures or policies, will be considered an official web page and is subject to this policy.
- All official pages will use one of the official templates and adhere to the web standards document provided by the Office of Public Information.
- All official web pages must reside in the official web site structure.
- All official pages must adhere to existing laws and policies governing acceptable use of technology.
- Web Content Creation, Management and Maintenance:
 - o Content managers will be identified for each area of the web site and will be responsible for the timeliness and accuracy of the pages in their area. Content managers will also assign content editors for their respective areas.
 - o Content editors will edit the content of the pages as assigned by their content manager. (The content manager may also serve as the content editor.)
 - o All content managers and content editors must attend training each year. New content managers or editors must be trained before beginning work on the web site.
 - o Any addition or modification to the web site or web page will be classified as a major change or minor change.
 - o Major changes must be approved by the Vice President for Technology. The Director of Public Information will provide input as to branding and image of the web site.
 - o Minor changes must be reviewed and approved by the content manager. The Webmaster will review content for adherence to the web site standards and guidelines.

Major Changes

- Changes to a web template/layout
- Addition of a new page
- Significant overhaul of an existing page
- Modifications of the homepage
- Modifications to division pages
- Modifications to departmental pages

Minor Changes

- Updates or corrections to an existing page
 - Event calendar changes
 - Addition of supplemental information
- o Content should be written in a manner that considers the intended audience in terms of language and wording and should be clear and concise for the average reader.
 - o Departments should collaborate on content where applicable to provide complete and unified information for web site constituents (students, parents, donors, et al). Guidelines for writing for the web are included in the DSCC Communications Manual and Style Guide.

IV. Compliance

Any web sites found to be in violation of this policy will be disabled immediately.

V. Definitions

<i>Term</i>	<i>Definition</i>
Intranet	Internally Available to students, faculty and staff with authenticated credentials.
Official web page	Any web presence which represents Dyersburg State Community College or any of its departments or functions.
Public Facing Template	Publicly available to any user of the internet. Pre-determined layout for a web page. This may be obtained from the Webmaster.
Visual Design	Graphic layout of the page.
Web page	A single HTML document on the World Wide Web.
Web site	A collection of web pages to represent an entity.

VI. Revision History

Policy approved by Administrative Council on 8/24/11.

Authorized Use of Copyrighted Materials - 08:04:03

I. Purpose

The Higher Education Opportunity Act (HEOA), enacted August 14, 2008, added new regulations to the Higher Education Act of 1965 to take steps to combat the unauthorized distribution of copyrighted material (UDCM) through illegal downloading or peer-to-peer distribution of intellectual property. These new requirements are required as part of the Title IV Student Assistance Participation Agreement (HEOA section 493) and became effective July 1, 2010.

II. Scope

Dyersburg State Community College (DSCC) takes very seriously its responsibility in deterring the unauthorized distribution of copyrighted material. All faculty, staff and students are expected to act in good faith in observing this policy and the provisions of the HEOA.

III. Policy

Copyrighted materials (including music, movies, games, software or literary works) should never be downloaded, copied, altered, stored or distributed using DSCC-owned or operated technology systems, except as permitted by law or by the contract, license agreement, or express written consent of the owner of the Protected Materials. In addition, no unlicensed copies of computer software may be maintained or used on any computer equipment owned by DSCC.

Copyright law may permit the fair use of a copyrighted work for such purposes as teaching, scholarship, research or news reporting (see DSCC policy 04:08:00 - Distance Education Copyright policy). Fair use depends on a balance of four factors: the purpose of your use, the nature of your work, the amount of the work used and the effect of your use on the potential market of the work.

Web Filters: DSCC uses web filters at all internet egress points. These web filters are configured to block known illegal download sites and peer-to-peer protocols. DSCC also has a bandwidth shaping device at the main internet egress that renders known peer-to-peer networks unusable.

Education: DSCC will make efforts to educate and inform our community about the appropriate and inappropriate use of copyrighted material. Such efforts include:

- Sending an e-mail each semester to all currently enrolled students, faculty and staff informing them of the appropriate and inappropriate usages of copyrighted material.
- Including a logon notification box on every DSCC computer containing information about the appropriate use of copyrighted material.
- Posting the Technology Acceptable Use policy on computer lab walls.
- Placing a warning about inappropriate use of copyrighted material on all student desktop computers.
- Making available a bookmark containing consumer information related to UDCM in all learning resource centers and computer labs as well as on the DSCC web site.

Legal Alternatives: The DSCC web site contains a list of legal options for obtaining electronic versions of copyrighted materials. The e-mail sent to students, faculty and staff each semester will contain a link to the web page.

Procedures for handling UDCM: An individual's privileges to use DSCC's technology resources may be suspended immediately upon receipt of a complaint from a copyright owner or discovery of a violation through investigations into service/network problems or during routine security administration. Upon discovery of a UDCM violation, the following procedures will be followed:

- The Vice President of Technology is notified.
- The infringing user is identified and the offending material is removed.
- After discussion with the offender and examination of all evidence, the Vice President of Technology determines whether or not to suspend the offender's privilege to use DSCC's technology resources and may authorize the disabling of an account for up to three business days.
- Suspension of privileges and disabling of accounts will be reported confidentially to the appropriate supervisor or Dean of Students as well as to the President of the college.
- The offender is asked to read and sign an agreement not to share copyrighted material on the network without proper permission.
- Further disciplinary action may be taken for repeat offenses.

Policy Review: The Vice President for Technology and the Dean of the Learning Resource Center will review this policy at least biannually and recommend changes as needed to the President by way of Administrative Council.

IV. Compliance

Any person with knowledge of a faculty, staff or student distributing copyrighted material illegally is to inform the Vice President for Technology immediately.

Any student, faculty or staff member not acting in good faith regarding this copyright policy may be subject to disciplinary action by the college and may be prosecuted under State and Federal guidelines. Copyright owners can take legal action against alleged infringers and subpoena the college for information about people engaged in the unauthorized distribution of copyrighted material.

Failure to adhere to HEOA regulations could cause DSCC to lose all student federal aid.

V. Definitions

HEOA - Higher Education Opportunity Act: enacted August 14, 2008, this act added new regulations to the Higher Education Act of 1965 to take steps to combat the unauthorized distribution of copyrighted material.

UDCM - unauthorized distribution of copyrighted material

VI. Revision History

Policy revised November, 2004.

Policy updated 6/13/11 by HEOA committee. Approval by Admin Council 6/21/11

The Family Educational Rights and Privacy Act (FERPA)

From the 2011-12 DSCC Catalog and Student Handbook

The Family Educational Rights and Privacy Act (FERPA) affords students certain rights with respect to their education records.

1. The right to inspect and review the student's education records within 45 days of the day the College receives a request for access.

Students should submit to the registrar, Dean, head of the academic department, or other appropriate official, written requests that identify the record(s) they wish to inspect. The DSCC official will make arrangements for access and notify the student of the time and place where the records may be inspected. If the records are not maintained by the DSCC official to whom the request was submitted, that official shall advise the student of the correct official to whom the request should be addressed.

2. The right to request the amendment of the student's education records that the student believes are inaccurate or misleading.

Students may ask the College to amend a record that they believe is inaccurate or misleading. They should write the DSCC official responsible for the record, clearly identify the part of the record they want changed, and specify why it is inaccurate or misleading.

If the College decides not to amend the record as requested by the student, the College will notify the student of the decision and advise the student of his or her right to a hearing regarding the request for amendment. Additional information regarding the hearing procedures will be provided to the student when notified of the right to a hearing.

3. The right to consent to disclosures of personally identifiable information contained in the student's education records, except to the extent that FERPA authorizes disclosure without consent.

One exception which permits disclosure without consent is disclosure to school officials with legitimate educational interests. A school official is a person employed by the educational institution in an administrative, supervisory, academic or research, or support staff position (including law enforcement unit personnel and health staff); a person or company with whom the educational institution has contracted (such as an attorney, auditor, or collection agent); a person serving on the Board of Trustees; or a student serving on an official committee, such as a disciplinary or grievance committee, or assisting another school official in performing his or her tasks.

A school official has a legitimate educational interest if the official needs to review an education record in order to fulfill his or her professional responsibility.

Upon request, Dyersburg State Community College discloses education records without consent to officials of another school in which a student seeks or intends to enroll.

4. The right to file a complaint with the U.S. Department of Education concerning alleged failures by Dyersburg State Community College to comply with the requirements of FERPA.

The name and address of the Office that administers FERPA are:
Family Policy Compliance Office, U.S. Department of Education 600 Independence Avenue, SW Washington, DC 20202-4605

Under the provisions of FERPA, Dyersburg State Community College may disclose directory information to any person requesting it without the consent of the student. Directory information includes the student's name, address, telephone number, e-mail address, date and place of birth, major field of study, photograph, participation in officially recognized activities and sports, weight and height of members of athletic teams, dates of attendance, enrollment status, degrees and awards received, and the most previous educational agency or institution attended by the student. The College provides each student the opportunity to refuse to allow disclosure of any designated directory information. Students wishing to refuse disclosure should contact the Office of Admissions and Records at the beginning of each academic term.

◀ **Big, Important Note:**
This statement is carried in our DSCC Catalog and Student Handbook. It allows DSCC to take and release photographs of students enrolled at the College.

Public Information

Make it easier!

Event Planning Form
Signing Form

There are two forms that will help assure the success of events and student signings. When these forms are completed and submitted, emails are sent to the offices that need to know about the event. This also enable us to get your event on the DSCC master calendar. Both forms are located in MyDSCC under the Employee tab in the Employee Forms box.

By using these forms, all departments associated with the planning and success of an event will be in the know.

Want information posted on Channel 4?

Send the information in an e-mail to our Media Specialist at channel4@dsc.edu.

Services

The Office of Public Information creates and maintains lines of communication with all the college's constituencies by publicizing and promoting the opportunities and services the college offers. Essentially, we are the keepers of the college image. The scope of our office's services includes advertising, media relations, publicity and public relations, internal and external publications, photography, web design, and maintenance services.

Advertising

Most advertising by the college is oriented toward recruitment of new students and retention of current students. All ads have the underlying purpose of positioning the college as the higher learning institution of choice for our constituencies. The Office of Public Information produces advertising campaigns that publicize enrollment and other opportunities made available by the College.

Media Relations/Publicity/Public Relations

As designated in DSCC's policies, the Office of Public Information is the College's liaison with all media in dealing with news releases, feature stories, and responses to media questions. The department works closely with reporters and editors of all local newspapers, magazines, radio, and television stations and with regional and national higher education periodicals. In addition, the Office of Public Relations coordinates media relations for the college's athletic programs.

Photography Releases

Currently enrolled students are not required to sign a photography release form as the use of photos is considered a part of DSCC's directory information. Under the provisions of the Family Educational Rights and Privacy Act (FERPA). The statement regarding the disclosure of information is included in the both the DSCC Handbook and DSCC Catalog. Students wishing to refuse disclosure should contact the Office of Admissions and Records at the beginning of each academic term.

Anyone who is not a currently enrolled student under the age of 18 who is to be photographed must sign a release form unless pictures are taken of a large group in a publicly accessible area. The Office of Public Information has these forms in our office and they are also available as a PDF through the web site. If you should use a release form, please forward a signed copy to our office.

Copy writing

The department offers copy writing service for publications, including brochures, manuals, programs, and other promotional materials, to all departments and organizations of the college. Copy written by members of the departments for use in publications of the college must be proofread in the Office of Public Information and edited as necessary to conform to accepted standards of clarity and style.

Creative Services

All advertising and publication design work is done by the staff within the Office of Public Information or by outside agents under its supervision. Faculty and staff who require brochures, notices, flyers, invitations, promotional items, etc., may request services through the Director of Public Information. For specific graphic standards, please see the Creative Branding Standards section in this manual.

Web Site

The Office of Public Information works with the content and design of the external web site. The office, along with the Webmaster for the college, coordinates the training for content administrators and editors.

Facebook, Social Media

The official DSCC Facebook Fan Page serves as a central site for the dissemination of information about the college. Several offices at DSCC now serve as administrators for the page and the Office of Public Information serves as the page's main information coordinator. For more information about the page and the responsibilities involved in becoming an administrator, or to establish a separate page, please contact the Office of Public Information. Best practices for using social media are also included in this manual.

The Offices of Public Information and Computer Services continually monitor social media opportunities as they develop.

Trade Shows, Events

Our office has assembled a number of large format photographs, displays, decorations and other items that may be used for public presentations. Please check with our office and we will assist you with your set up.

Dyersburg Campus Digital Signs

The Office of Public Information coordinates the postings to these signs.

Please send your requests to our office. Remember, we can only post a few slides containing a few words at a time.

Schedule Changes and Emergency Communications

In the event of an emergency or a schedule change, Dyersburg State Community College has established two types of notifications to faculty, staff, students and other interested parties. These are DSCC Alerts and DSCC Updates. The Office of Public Information serves as the coordinator for both internal and external college communications.

- ▶ DSCC Alerts are used to provide emergency information.
- ▶ DSCC Updates provide non-emergency information, for example --campus or center closings due to inclement weather or other circumstances.

These notifications will be sent a variety of ways including posting on the web site landing page, on the Dyersburg State Community College fan page in Facebook, by text and e-mail messages to faculty and staff members, and through notifications sent to area broadcast media.

The DSCC Information Line (731/286-3303) will also carry alert or update news.

Arrangements have been made with the following radio and television stations to announce schedule changes at the College:

WYNU Milan-Jackson - 92.3 FM
WKBL Covington - 93.5 FM
WASL Dyersburg - 100.1 FM
WWYN Jackson - 106.9 FM
WBBJ - TV Jackson
WPTY - TV Memphis
WREG - TV Memphis
WMC - TV Memphis
WHBQ - TV Memphis
KFVS - TV Cape Girardeau, MO
WPSD - TV Paducah, KY

Note: The most reliable, complete and timely sources of update or alert information will be the DSCC web site, Facebook postings and our Information Line. The DSCC Facebook Fan Page will also keep you informed of upcoming events at the college.

Public Information

The Office of Public Information works to make sure our communities know the good news going on at DSCC. With your help, we will tell the story through news releases and other appropriate means. Before a release is issued, you will have the opportunity to review the information for accuracy. Because of the competitive nature of the news media, we issue the information via e-mail as a blind copy to the media.

Please use the guidelines listed whenever possible so that we can manage our work flow. We also know that sometimes stories just happen. Please call and give us the “heads up” so that we can secure appropriate media coverage for special events.

Help us get the good news out about DSCC. Think Public. Here’s how.

The Office of Public Information (OPI) will issue information to the media and other appropriate constituencies (i.e. chambers of commerce, local clubs) in five different ways. The following list will help the OPI get the story right and get it out in a timely and appropriate manner.

1. Media Advisory

A heads up, issued prior to an event, inviting coverage.

- Issued by OPI five working days prior to an event.
- Information needed: who, what, when, where, and contact.

*Information needed in OPI **seven** working days prior to event.*

2. Calendar Listing

Information to be distributed for publication in local community calendars.

- Issued by OPI no later than seven working days prior to an event.
- Information needed: who, what, when, where, and contact.

*Information needed in OPI **nine** working days prior to event.*

3. News Release

A time-sensitive, fully-written piece issued to the media prior to an event that includes quotes and gives complete background information.

- Issued by OPI no less than three working days prior to an event.
- Information needed: who, what, when, where, why, how, and contact.

- **Students involved and their hometown.**

- Sources for quotes and background information. What makes this event newsworthy? Are there unique visual or audio opportunities?

*Information needed in OPI **nine** working days prior to event.*

4. Feature Article

A fully-written piece issued to the print media that is not time sensitive, or issued after an event. This piece includes background information, photographs or illustrations, and quotes.

- Issued by OPI as appropriate. Considerations for release timing: school calendar, seasonal events, societal interests.

- Information needed: who, what, when, where, why, how, and contact.

- **Students involved and their hometown.**

- Sources for quotes and background information. What makes this newsworthy? Why is this important?

*Information needed in OPI **ten** working days prior to desired publication date.*

5. Awards

An article which gives details of an awards ceremony and the award recipients.

- Issued by OPI the day of or the day following an event.
- Information needed: award name, recipient’s name, hometown, high school, college standing, award selection criteria, and history.

*Information needed in OPI **two** working days prior to the award ceremony.*

Publications Approval Procedures

To assure that we maintain a consistent external image, DSCC has established image standards. The Office of Public Information is charged with maintaining these standards in all our communications in all media.

Any publication which promotes or presents information about the goals, mission or programs of the college to the public, prospective students, former students, current donors or prospective donors including class schedules, brochures, student handbook, media presentations or photographic work, must be reviewed by the OPI.

Our criteria for publications:

Copy

- Complies with *Associated Press Stylebook and Libel Manual*.
- Is accurate and appropriately written for target audience.

Design

Complies with creative and branding standards.

Format

- Includes appropriate publication information as required by Tennessee Higher Education Publications Committee (THEPC) and the Southern Association of Colleges and Schools Commission on Colleges (SACS COC).
- Displays the appropriate DSCC logo in the proper format.
- Carries a publication number.

Public Information

Facilities and events are named in honor and memory of those who have made significant contributions of time, talents or financial resources to Dyersburg State. Please help us honor these gifts by using the appropriate names when speaking or in any medium.

List of Named Facilities and Events

On first reference in a publication, always give the full name of the College - Dyersburg State Community College. Use Dyersburg State or DSCC for following references.

Dyersburg Campus

- E. B. Eller Administration Building
- City of Dyersburg Conference Room
- Nell Armstrong Receptionist Area
- Dale F. Glover Education Center
 - Bekaert Computer Laboratory
 - Colonial Rubber Chemistry Laboratory
 - Dr. Walter David Diorama
 - West Tennessee Healthcare Nursing Simulation Laboratory
- E. H. Lannom, Jr. Gymnasium
 - Union City Rotary Club Music Room
- Martha W. Donner Outdoor Classroom
- Richard E. Donner Arboretum and Nature Trail
- Student Center
 - Dyersburg Fabrics Student Center Grill (Mill Grill)
 - ERMCO Student Leadership Conference Room
 - Caterpillar Dean of Student Services Suite
- Campus Activities Building (CAB)
 - First Citizens National Bank Auditorium
- Security Bank Community Learning Center
- Learning Resource Center
 - Lannom Fountain
- Betty Y. Norton Concert Series

DSCC Gibson County Center in Trenton

- Emerson Motor Company Electronics Lab
- Gibson County Commission Science Laboratory
- Tecumseh Computer Laboratory

DSCC Jimmy Naifeh Center at Tipton County

- Jimmy Naifeh Building
 - The Tipton County Legislative Commission Communications and Information Technology Laboratory
 - Union Planters Community Classroom
 - The City of Covington Lobby
 - The BancorpSouth Computer Laboratory
- Academic Building
 - The Peter and Gracey McNeely Fyfe Learning Resource Center
 - The J. Houston and Debbie Gordon Conference Room
- Auditorium
 - Individual seats are named at the direction of the donor

Statements

Whenever space permits, publications produced by Dyersburg State Community College must include the affirmative action statements along with the assigned publication number. This copy may be placed on the back or mailing side of any publication. It reads:

DSCC does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies: Director of Human Resources/Affirmative Action Officer; Eller Administration Building, Room 231; 1510 Lake Road, Dyersburg TN 38024 731/286-3316

A Tennessee Board of Regents Institution. Strengthening Communities.
PUB-XX-XX-XX (As assigned by the Office of Public Information.)

The TBR statement has two versions. The short form is:

Dyersburg State Community College, a Tennessee Board of Regents Institution.

The TBR statement in long form is:

Dyersburg State Community College is a part of the Tennessee Board of Regents, the nation's sixth largest higher education system, governing 45 post-secondary educational institutions. The TBR system includes six universities, 13 two-year colleges, and 26 technology centers, providing programs in 90 of Tennessee's 95 counties to more than 180,000 students.

Equal Opportunity and TBR statement combined.

Dyersburg State Community College is an Equal Opportunity Educator and Employer. A Tennessee Board of Regents Institution.

Southern Association of Colleges and Schools Commission on Colleges (SACS COC) accrediting statement.

Our accreditation statement must read:

DSCC is accredited by the Southern Association of Colleges and Schools Commission on Colleges, Inc. (SACS COC) to award the associate degree.

Statement of Vision

This may be used whenever space allows.

Dyersburg State Community College will elevate the region's educational attainment thereby enhancing the quality of life in West Tennessee.

About DSCC

As with the Statement of Vision, the following copy may be included in publications whenever appropriate.

Founded in 1969, Dyersburg State Community College is an open access, learning-centered institution that serves seven counties in West Tennessee.

The home campus of DSCC is in Dyersburg, and centers are located in Covington and Trenton. Approximately 3,750 students are enrolled in Criminal Justice, Nursing and Allied Health, Business and Technology, transfer, and college preparatory programs. DSCC is accredited by the Southern Association of Colleges and Schools Commission on Colleges, Inc. (SACS COC) to award the associate degree. Learning is enhanced by a variety of campus organizations, state of the art technology, service learning opportunities, and sports programs. The college also serves the community by offering a variety of continuing education courses and online degree programs.

About TBR

The Tennessee Board of Regents (TBR) was created in 1972 by the General Assembly as the governing body of the State University and Community College System of Tennessee. At that time, the member institutions of the system were the state universities and community colleges formerly governed by the Tennessee Board of Education. In 1983, the General Assembly transferred the technical institutes and area vocational schools (now called Tennessee Technology Centers) to the TBR. The Board of Regents and the Board of Trustees of the University of Tennessee system are coordinated by the Tennessee Higher Education Commission.

About SACS COC

The Southern Association of Colleges and Schools Commission on Colleges, Inc. (SACS COC) is the recognized regional accrediting body in the eleven U.S. Southern states (Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Texas and Virginia) and in Latin America for those institutions of higher education that award associate, baccalaureate, master's or doctoral degrees. The SACS COC is the representative body of the College Delegate Assembly and is charged with carrying out the accreditation process. To gain or maintain accreditation with the SACS COC, an institution must comply with the standards contained in the Principles of Accreditation: Foundations for Quality Enhancement and with the policies and procedures of the SACS COC. The SACS COC applies the requirements of its Principles to all applicant, candidate, and member institutions, regardless of type of institution (public, private for-profit, private not-for-profit).

DSCC Web Site and Social Media Guidelines

(Adapted from the Vanderbilt University, Hampshire College and Monash University Web and Social Media Guidelines) August 24, 2011, Rev. 9/10/11

The DSCC Web Site

Our DSCC web site is one of our most important means of communicating with all our constituencies. As such, it is the entire college's responsibility to zealously maintain this asset. Those who serve as our content managers and editors are our first-line in making sure the information presented is accurate and timely. To this end, this guide has been created for all who work with the web site to assist in this process and assure consistency in our message.

Administration:

Any web page created with the intent of representing DSCC, or any of its programs, procedures or policies is considered an official web page. All official pages will use one of the official templates and adhere to these web guidelines. All official web pages must reside in the official web site structure and all official pages must also adhere to existing laws and policies governing acceptable use of technology.

The rules concerning web content creation, management and maintenance:

From DSCC's Web Site Policy

Content managers will be identified for each area of the web site and will be responsible for the timeliness and accuracy of the pages in their area. Content managers will also assign content editors for their respective areas.

Content editors will edit the content of the pages as assigned by their content manager. (The content manager may also serve as the content editor.)

All content managers and content editors must attend training each year. New content managers or editors must be trained before beginning work on the web site.

Any addition or modification to the web site or web page will be classified as a major change or minor change. Major changes must be approved by the Vice President for Technology. The Director of Public Information will provide input as to branding and image of the web site. Minor changes must be reviewed and approved by the content manager. The Webmaster will review content for adherence to the web site standards and guidelines.

- Major changes include:
 - Changes to a web template/layout
 - Addition of a new page
 - Significant overhaul of an existing page
 - Modifications of the homepage
 - Modifications to division pages
 - Modifications to departmental pages
- Minor changes are defined as:
 - Updates or corrections to an existing page
 - Event calendar changes
 - Addition of supplemental information

Writing for the web site

In order to write content for the DSCC web site, you must attend a training session for content editors. These sessions are held on a regular basis by the DSCC Web Master and the Director of Public Information. Special training sessions may be set up as needed upon request.

Before you write, think.

Our web site is designed around user experience which is based on understanding people, particularly those who will come to our site for information. To write for the web, you must put yourself in the reader's seat before you write.

Next you must determine if the web site is the right medium for your message, what needs to be written, and how. Criteria for making this decision include:

- Does it apply to a large enough group - in a meaningful way - to warrant adding to the site?
- Can this information be disseminated in other ways (e-mail, print, etc.) that makes more sense for the users and the task at hand?

Next...

If your information meets the tests above, then consider:

- Who cares? Keep this in mind so that you can write appropriately.
- Is this a truly new piece of content? Does this information exist elsewhere in the site, either fully or partially? Is there existing content that can be expanded or amended to include this new information?
- Where does this piece of content fit in the architecture? Often, content providers will note a location they think the content should like ("put this in my section of the site"). While these recommendations are sometimes correct, they are often not. Consider what task or activity the user is working on when they consume this content, and place it in the information architecture appropriately.

When trying to decide where to put a piece of content, consider these questions:

- Under what context is the user looking for this? Have the readers been directed to it specifically (and if so, what language was used to direct them to it), or are they finding this content as part of a more browse-oriented behavioral pattern?
- What task or goal does this content relate to? Remember, a single user's goal may sometimes bridge two different organizational constructs.
- Does this content relate to other existing content? If so, can it be combined with other content, instead of a creating a new item?

The writing itself

Again, before the first word is written, place yourself in the reader's position and have an understanding of his or her frame of reference. Think about just what this reader is trying to accomplish in visiting the page.

Consider:

- Who is your audience?
- What are they looking for?
- What do they know about the topic?
- What are their reasons for reading this page?
- Will they understand your jargon? Define your acronyms, and abbreviations?

Know that most people do not read word-for-word when reading online.

They scan instead. They are also likely to skip or ignore large chunks of text or content that are not relevant to their immediate goals.

When writing for the web, aim for a concise style of writing that uses clear and simple-language, can be understood by your audience, and is organized into clearly labeled sections. To this end:

Use short paragraphs.

- Large blocks of text can look like walls, and act as such to the user.
- Research has shown that short, concise paragraphs and bulleted lists work best for web use.
- Your first paragraph is the most important one. As such, it should be short, brief, and to the point in order to quickly engage the user. One sentence paragraphs are encouraged.

Write in an inverted pyramid style.

Place the most important information at the top, extra info toward the bottom.

Know what you are trying to say.

A lot of writing lacks a clear goal. If you aren't sure of what you're trying to say, your writing will suffer.

When writing or reviewing web content, write a list in point form of the things you want to say. Check your written content against this list and remove anything that does not need to be included.

Be familiar.

Good web writing is informal writing— write as if you were having a conversation. Use the pronoun you whenever possible.

Be concise.

- Cut all unnecessary words, phrases and sentences
- use shorter, simpler sentences
- use familiar, shorter words over a longer ones. For example:
 - o buy (acquire)
 - o start (commence)
 - o stop (cease)
 - o think about (contemplate)

Use the active voice.

Using the active voice makes writing clear, direct and dynamic. It can also help reduce the length of sentences.

Most sentences have 3 parts:

Subject (the, person, group or thing doing the action)

Verb (the action)

Object (the person, group or thing that receives the action)

With active voice the subject of a sentence takes the action while with passive voice the subject is acted upon. For example:

Active: Maria returned the book to the library.

Passive: The book was returned to the library by Maria.

Print out and edit your text - aim to cut it in half.**Get a colleague to edit your copy keeping these guides in mind.****Make your information scannable.**

- Use headings and subheadings to break text into smaller chunks.
- Make sure headings accurately summarize or describe the text below.
- Keep paragraphs short; stick to one topic per paragraph and introduce it in the first sentence.
- Use short, simple sentence structures; one thought per sentence.
- Emphasize key words or phrases by bolding them - but don't overdo it.
- Use bulleted lists.
- Use images, graphs, charts or tables where they might convey complex information more quickly.

Be objective.

- Stick to the facts.
- Avoid promotional writing or 'marketese'
- Be factual, and avoid exaggerating or boasting.
- Only make claims when you can provide supporting evidence.
- Avoid using buzzwords or jargon unless they are defined.

Lay out pages well.

- Chunk text on the page into sub-topics
- Do not center headings or text
- Avoid right or full justification - this can make reading difficult

Just when you think you are done, look again. Cut, cut, and cut your text until it is the most essential message.

Other notes for writing:

- In most cases, it is best to use subheadings to clarify the subject of various sections on a page. Users want to skim and scan for information. Headings help this process exponentially.
- Do not waste space welcoming people to the page. There is no need, and most users ignore any welcome text as filler. Get to the meat - that is what they are looking for.
- Name your page clearly. The page title and the navigation title should match as closely as possible. They should also clearly articulate the subject of the page. Do not use "Welcome to Communications!" Instead, say "Communications Office."
- Do not tell users to "use the links on the left." Put the information or links you are referring to in the text instead.
- Use bold and italics sparingly. Bold should be used for headings and then sparingly for any other emphasis. Too much bold makes text harder, not easier, to read and differentiate.
- Italics should also be used sparingly. Italics on the web are also hard to read. Try to avoid making long paragraphs italic - you are making the text harder to read, not giving it emphasis.
- Do not underline text. On the web underline = link. Giving a sentence an underline for emphasis is misleading.
- Use all caps very sparingly. Research shows all caps are harder to read than mixed case.
- Do not emphasize too much. If you use bolded headings, short paragraphs, and bulleted lists, you should not need to rely on italics, all caps, or underlining for emphasis. These styles can make the page look messy and compete for the user's attention.
- Avoid exclamation points. Exclamation points on web sites can make it look unprofessional. Let the content speak for itself.

Headers and other images

- Use a header image that is relevant to the subject matter.
- Avoid pictures of buildings without people. You may know that a picture of the exterior of the Dyersburg LRC fits well for a page, but to most people, and especially to those who are not familiar with DSCC, it is meaningless. Remember your users do not have your insider knowledge. Give them pictures of people interacting instead of abstract building photos whenever possible.
- Let the communications office help you put images neatly into your content area. Break up your text with relevant images.

- Make sure you have accurate copyright permissions to use any picture. Just because it is on the internet does not mean it is free to use.

Miscellaneous

- Link, link, and link to relevant information. If you include an e-mail address, make it an e-mail link. Do not make people go and search for something that you mention if it already has a page somewhere.
- Make your links contextual. Avoid “Click here.” Use part of the actual referencing sentence as the link. Research shows that users like them to be 4-8 words in length.
 - Do not use: For commencement information for graduating students click here.
 - Do use: Commencement information for graduating students is now available.
- Keep your content up to date. Out-of-date content reflects poorly on the user’s overall opinion of the web site and the College. It also degrades the trust of the user to later find information on the web site. If you put up info that needs to be updated later, mark it on your Outlook calendar so you don’t forget. Give yourself the time necessary for the page to get through workflow (2-5 days).

DSCC and Social Media

Social media refers to online tools and services that allow any Internet user to create and publish content. Many of these sites use personal profiles where users post information about themselves. The “social” in social media comes in as these individuals find others with similar interests and interact with them through online communities, sharing information and knowledge, offering support and networking. Social media also allows for the easy sharing and re-purposing of existing content, expanding the reach of your work and enabling others to share it with their friends and networks. Currently popular social media services include Facebook, Twitter, LinkedIn, blogs, YouTube, Flickr and others.

At present, DSCC maintains an official Facebook page. It carries postings from across the College.

The rules concerning social media:

From DSCC’s Web Site policy

1. Use of social media such as Facebook, Twitter, Foursquare, blogs, forums, wikis, podcasts and other interactive communication technology is permitted only for educational or work related purposes using DSCC resources.
2. Accounts or sites representing Dyersburg State Community College or any departments, divisions, or student organizations of DSCC on any social media must be requested and approved by the Vice President for Technology and the Director of Public Information.
3. Posts by employees with DSCC accounts or DSCC sites, whether using DSCC’s property and systems or personal computer systems, is also subject to the terms and restrictions set forth in this Policy.
4. Posts should be in a professional and responsible manner, should not otherwise violate DSCC’s policy, and should not be detrimental to DSCC’s best interests.
5. Employees are prohibited from revealing any DSCC confidential or sensitive information when engaged in posting or publishing to social media.
6. Employees shall not engage in any posts that may harm or tarnish the image, reputation and/or goodwill of DSCC and/or any of its employees. Employees are also prohibited from making any discriminatory, disparaging, defamatory or harassing comments when posting to an official DSCC site or otherwise engaging in any conduct prohibited by DSCC’s Non-Discrimination and Anti-Harassment policy.

Before you jump into social media use on behalf of DSCC, think about these questions:

Who are you trying to engage?

Did you know most folks under the age of 25 do not use Twitter? Or that in the U.S., there are approximately six million more females than males on Facebook? Figuring out who you want to have conversation with will help determine which platforms are best for you.

What would you like to accomplish?

If you simply want to promote an event or send out news about your department, a web site or an eNewsletter might be a better choice for you. Facebook groups and Twitter require daily maintenance and a desire to engage with others. Of course, you may always send news and announcements to the DSCC Web Master or Director of Public Information and have them post the message for you on the main DSCC Facebook page.

What is your message?

Social Media is all about connecting, not pushing a message. To be a good participant, you must first be a good listener. Your online community will tell you what they want to hear from you.

Do you have what it takes?

To be successful at social media takes not only time and some strategy, but it also takes an outgoing personality. If you have been described as a people-person or friendly, you probably have what it takes. Or you may be a connector -- someone who enjoys making connections and providing helpful information. In any case, you'll need to have some personal or professional experience with social media before hosting an account on behalf of DSCC.

How to get started:

Identify a coordinator.

Determine who will be the primary person responsible for updating and monitoring your site. Ensure they have the time to check in on the site at least once a day. This does not need to take up a significant amount of time, but successful social media sites are updated frequently, enable easy engagement with viewers and adjust in response to timely events and problems. Assign and train a backup for this person.

Secure the approval of your department head or manager.

After doing so:

- o Fill out the Social Media Administrator Request form. It is available from the DSCC Webmaster.
- o Submit the completed form to Vice President of Technology.

After you have been approved consider the following before your first post:

- **Define your goals.**
Before jumping in to social media for your department, program or office, spend time determining what you want to accomplish. Understanding this will help you choose the appropriate tool or tools, create relevant content and determine the best way to reach your target audience.
- **Create a strategy.**
The more work you do on the front end, the more likely you are to create a successful social media presence. Define what you hope to accomplish, with whom you wish to engage, and what content you wish to share first, and then begin exploring social media tools.
- **Listen. Read.**
All social media platforms have their own standards, styles and expectations. By becoming a consumer of social media well before you become a producer, you will

learn how these communities work, what content is of most interest, what other organizations are talking about your topic, etc. Spending a good amount of time on this step will help you better plan what unique contribution your voice can have.

- **Choose your tool.**

After listening, you may find the short, 140-character bursts of Twitter are a good fit for your goals. Or you may have photos, videos and a well-developed community that would be best shared via a Facebook fan page. Do not try to do it all at once – choose a tool that best meets your goals and focus on building a strong presence.

- **Name yourself.**

Create a profile name that clearly and concisely identifies your program and its DSCC affiliation. Do not identify yourself simply as “DSCC,” as that implies you are speaking for the entire institution. Check with the Office of Public Information to make sure there is no conflict over the usage of the name.

- **Experiment.**

Build out your blog, Twitter stream, Flickr profile, Facebook page or whatever you choose and spend time populating it for several weeks, sharing it with a small group who can provide comments. Have the site up and running well before you plan to launch it so you can become comfortable with maintaining it.

Now you are ready to launch!

You're ready to communicate! Use traditional means, such as e-mail lists and notices on your Web page, to notify your potential audiences that you have a social media presence. Also, notify others with social media presences and similar interests that your site is live – one of the best ways to do this is by linking to these sites from yours and mentioning them in your posts. Include easy-to-find links to your social media presence on your web site.

When posting, follow these best practices for a successful social media presence:

- **Adjust.**

Once your site is up and running, you will find some content is popular, some is ignored, and some is just plain cumbersome. All social media tools come with easy-to-use tracking tools, so you can see which posts are viewed and shared most, which generate comments, etc. Be prepared to re-align your strategy in response to who is viewing your site and how they are doing so.

- **Be respectful.**

Anything you post in your role as a DSCC employee reflects on the institution. Be professional and respectful at all times on your social media site. Do not engage in arguments or extensive debates with naysayers on your site.

- **Be transparent.**

Make it clear that you are blogging / tweeting / Facebooking, etc. in your role as a staff member for DSCC. One of the great benefits of social media is that the individuals maintaining social media sites personalize large and complex institutions such as DSCC. Use your own “voice.” Do not ghostwrite posts for supervisors.

- **Listen. Read.**

Being a consumer of social media is essential to your ability to be a successful producer of social media content. “Listen” to online conversations on your preferred tools – be they blogs, Twitter, Facebook or anything else – to maintain a clear and current understanding of what is relevant and of interest.

- **Be active.**

Social media presences require diligent care and feeding. If you do not have the time or resources to check in on these sites at least a few minutes each day, and to post fresh content several times a week, reconsider jumping in to social media at this time. Your site is only as interesting as your last post – if that post is several months old, visitors will consider it mothballed.

- **Be timely.**
One of the great benefits of social media is the ability to share information almost instantly with a global audience. This timeliness is also one of the expectations of that audience. Be prepared to move quickly in response to new developments, announcements, or emergencies with relevant information on your site. A short amount of accurate information delivered at the time of need can sometimes be more valuable than a full report delivered well after the issue has passed.
- **Remember, everything you do online can and will live forever.**
Think before you post, remembering that anything you share within social media, even within a closed network, is not private. It can and will be shared, stored and spread globally. Don't post anything online you wouldn't feel comfortable seeing on the front page of the newspaper, or on the CNN Web site.
- **Comment.**
As a consumer as well as a producer of social media, offer comments on interesting posts and share the good work of others using your sites. Social media is not (only) about sharing your news and success, it is about sharing information that is of interest to your readers and viewers.
When commenting as part of your job, be sure to indicate who you are and your affiliation with DSCC. If you see a post that you think requires or would benefit from an official DSCC response, please contact the Director of Public Information at x3347.
- **Accept and monitor comments.**
A social media site without comments isn't very social. Be prepared to accept and respond to comments. To protect your site, moderate all comments before posting. Understand that not all comments will be positive, and respond to negative comments professionally and by providing any additional information that may help resolve the issue.
Post a disclaimer on your site stating you reserve the right to remove inappropriate comments. Remove those comments containing vulgar language, those that attack any one group or individual, and those that are obviously spam.
- **Separate personal from professional.**
Balancing your professional and personal social media presences can be tricky, particularly if you are an avid user in both arenas. Content that is appropriate and of interest to your personal friends is most likely not appropriate or of interest to your department's "friends." Keep these two presences as separate as possible by keeping content about your non-work life on your personal page.
- **Be a valued community member.**
Don't just talk about your program or department – share the best information you find from trusted sources outside of DSCC. This will increase the value of your site and also will ensure you are a valued member of the community and are not just tooting your own horn.
- **Don't cyberslack.**
Endless amounts of time can be spent, and wasted, on social media sites. Limit the amount of time you spend attending to your department's social media presence to what is needed to post content, evaluate traffic data, review related sites, and monitor comments. Limit your personal use of these sites while at work as directed by your department's guidelines.
- **Post.**
Just remember, writing for social media is different from any other type of writing. You must be even more concise than in writing for the web, and you must be clear. Abbreviations are welcome as most posts must fit within a 144 character limit.

Resources:

Monash University Web Style Guide, <http://www.monash.edu.au/staff/web/>, accessed July 29, 2011)

Hampshire College Web Writing Style Guide, <http://www.hampshire.edu/web-writing-style-guide.htm>, accessed July 29, 2011),

Vanderbilt University Social Media Tool Kit <http://www.mc.vanderbilt.edu/root/vumc.php?site=socialmediatoolkit>, accessed July 29, 2011

Madera Labs Wireframe Deck, version 1

Grammar, Style and Usage Manual

This brief manual may be used as an easy reference for consistent style in publications. It is in agreement with the standards defined in the *Local Usage* document prepared for our SACS COC reaffirmation.

The Office of Public Information uses the *AP Style* as its guide.

Abbreviations and Acronyms

Always use full name on first reference followed by the abbreviation or acronym in parentheses. Examples: Dyersburg State Community College (DSCC); the Tennessee Board of Regents (TBR); Computerized Placement Assessment & Support System Test (COMPASS).

After the first use in each document, the abbreviation can be used.

Academic Degrees

Use periods for abbreviations. No spaces after periods in abbreviations: Ph.D., M.S., M. Ed.

Use possessive form. Associate's degree, bachelor's degree, and master's degree – Always use an apostrophe and the word "degree" or another noun, such as "program." Capitalize formal names of academic degrees. Examples: Bachelor of Science, master's program

A degree abbreviation is not followed by the word, "degree":
Say "He has a B.A. in history"; not "He has a B.A. degree in history."

Use lowercase when referring to degrees in general:
a master's or a master's degree; a doctorate or a doctoral degree; a bachelor's or a bachelor's degree (or a baccalaureate).

Capitalize formal names of degrees:
Doctor of Philosophy, Master of Arts, Bachelor of Science, Bachelor of Arts in Music

Academic Titles

Always lowercase the titles unless they precede a name:
Say "Dr. Smith" but do not use Mr., Mrs., Ms. or faculty titles.

A courtesy title is not used before a name if the degree title follows it:
Nathan Essex, Ph.D.; not Dr. Nathan Essex, Ph.D.

When using a title, do not insert the degree between title and name:
Use: Dyersburg State President Karen Bowyer, Ph.D.; not Dyersburg State President Dr. Karen Bowyer.

Advisor

Dyersburg State uses advisor, not adviser, in reference to faculty and staff who act in an advising capacity to students.

And, & (Ampersand)

Use the ampersand in names of companies when it is part of the company name. Avoid ampersand use (&) unless it is part of the actual name: Smith & Co., Inc.

The ampersand is not substituted for "and" in formal writing. (All writing in college publications is formal writing). The ampersand is acceptable in very informal notes and as a graphic element in publication design. The college does depart from the *AP Stylebook* to use the ampersand in division, department, and course names.

Capitalization

Capitalize formal names of committees and groups; buildings; departments, divisions (for example, departments and division names); and formal names of courses.

Do not capitalize the class level of students (for example, “freshmen”), partial or informal references, such as “history class” or “arts & sciences.”

Exceptions:

Capitalize “College” when using in place of DSCC.

Capitalize titles of personnel such as “President,” or “Vice President” for the College when it proceeds the person’s name.

Campus, Center, Department, Office capitalization

Capitalize the proper name:

DSCC Jimmy Naifeh Center at Tipton County, DSCC Gibson County Center, First Citizens National Bank Auditorium

Lowercase campus, center, site or department in subsequent references.

Classes and courses capitalization

Use lowercase when referring to classes and courses, unless using the specific name of a course:

He enrolled in an introductory accounting class.

He enrolled in Principles of Accounting 1.

Capitalization of committees

Capitalize names of specific committees, lowercase subsequent references to the committee:

The Publications Committee will meet this afternoon. The committee has a long agenda.

DSCC Catalog and Student Handbook

If the academic year is used, place it at the beginning; e.g., 2004-2005 DSCC Catalog and Student Handbook.

e-mail

A hyphen is always used:

He sent an e-mail to the faculty and staff.

Homecoming

Capitalize the term Homecoming when it refers to an official Dyersburg State event.

Honors

Lowercase and italicize academic honors:

cum laude, magna cum laude and summa cum laude

General education

Spell out rather than use “gen ed.”

Justification

All documents should be left-justified.

Miscellaneous Spellings

This list will be amended as needed.

African-American (hyphenate)

Full-time (hyphenate)

Half-time (hyphenate)

GPA - Do not use periods

Millions and billions

Use Arabic numerals with the words “millions” and “billions” (spell out the words) with no more than two decimal places. Use Arabic numerals for numbers lower than a million

Correct: \$2.5 million; 8,000

Incorrect: 10K; \$2.5M, \$2.532 million; 2,532,000

Money

Use the dollar sign and numbers for money amounts in text. Do not use a decimal and two zeros:

Correct: \$15

Incorrect: \$15.00

Exception: amounts in columns

Numbers and Years

Write out numbers or percentages that are ten or less. Use the Arabic numeral for a number 11 or greater unless it appears at the beginning of a sentence, in which case it must be spelled out. Numbers denoting years are the only exception.

Examples: 31 scholars attended.

2004 marked a transition for the team.

Online

One word, no hyphen:

He went online to view his grades.

Part time, Part-time

Use part time to indicate when (adverb):

She works part time.

Use part-time as a modifier:

She is a part-time student.

Punctuation

Avoid the use of exclamation marks, bold face, underlining, and other methods of emphasis. Commas and periods always fall inside quotation marks. Semicolons and colons are placed outside quotation marks. Question marks and dashes are placed outside quotation marks unless they are part of the quotation.

Use a comma before “and” in a series.

Correct: Information, Analysis, and Assessment.

Incorrect: Information, Analysis and Assessment.

Do not use contractions.

Correct: Do not use contractions

Incorrect: Don't use contractions

South, Mid-South

Note capitalization and proper use of the hyphen.

Grammar, Style and Usage Manual

Telephone Number

If a publication is strictly for use on campus, you may omit the area code:
286-3344

If a publication may be sent off campus, include the area code followed by a slash with a space before the seven-digit number:

Correct: 731/ 286-3344

Tennessee Board of Regents

(Also, Board of Regents of the State University and Community College System of Tennessee)

Capitalize Tennessee Board of Regents and its abbreviation, TBR.

Lowercase board in subsequent references.

Time

When writing a time that falls on the hour, do not use: 00. State the hour with a.m. or p.m.

Correct: The meeting will begin at 1 p.m.

Neither the numeral 12 nor a.m. or p.m. is used with noon or midnight:

The meeting is set for 10 a.m.-noon.

Note that a.m. and p.m. are lower case and periods are used.

Titles: capitalization

Capitalize when the title precedes the name of the officer:

President Karen A. Bowyer

Lowercase when the title is separated from the name of the officer:

Dr. Karen A. Bowyer is president of the college.

Web site

Two words, no hyphen:

Our web site address is www.dsc.edu.

Years

In referring to decades, do not use an apostrophe.

Example: 1870s.

A large, light blue, sans-serif logo consisting of the letters 'DSCC' in a bold, rounded font.

DSCC Creative and Branding Standards

Logo Usage Guidelines

Think of a logo as the signature for the college. All documents must be signed. Digital files of our logos are available from the Office of Public Information. Note - Remember to include address and contact information on any document you produce. An example of our full signature is at the bottom of the page. It may be customized to include your department's phone number. Digital versions of our logos are available on our web site, as well as a PDF of this page, so that you can provide this information when requested.



College Ceremonial and Official Symbol

This image is only used on official college documents such as certificates and awards, and on publications produced for ceremonial events.



DSCC Logo

This logo or the DSCC initials must appear on all publications. To preserve the integrity of the image, it may not be combined with other design images. It must not be stretched to accommodate a space, but may be proportionally sized. It must not be reproduced smaller than 3/4" in height.



DSCC Wordmark

This image may be used as a secondary mark on DSCC materials. It is created using Franklin Gothic Heavy, optical spacing, -20 letter spacing. It may be presented as a 'ghosted image.' Use these same type specifications when presenting the college name (see below).



DSCC Sports Logo

This logo is to be used exclusively for athletics at DSCC.

Colors

Colors are identified through the Pantone Matching System. Our official PMS numbers are - Blue - PMS 2955 and Red - PMS 1795.

The DSCC logo may be represented in these two colors. It may also be printed in black or it may be reversed to white.

Typefaces

DSCC uses the family of Franklin Gothic typefaces to use for publications and media work. This family is readily accessible on all our computers and is very legible.

Copy presented in the Franklin Gothic typeface may be accented or complimented with any member of the Times Roman family. It also is readable and accessible.

Other typefaces are reserved for headlines and special emphasis.

This is Franklin Gothic Book
This is Franklin Gothic Demi
This is Franklin Gothic Medium
This is Franklin Gothic Heavy

This is Times Roman typeface.
It is the default typeface for
Microsoft Word documents.

► Special note:

Please use the signature shown on the right, with the assigned publication number, on all documents for public use.



Dyersburg State Community College

Dyersburg • Covington • Trenton
1510 Lake Road, Dyersburg, TN 38024

731/286-3200 www.dsc.edu

DSCC does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies: Director of Human Resources/Affirmative Action Officer; Eller Administration Building, Room 231; 1510 Lake Road, Dyersburg TN 38024 731/286-3316

A Tennessee Board of Regents Institution Strengthening Communities

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Dyersburg State Community College is an Equal Opportunity Educator and Employer.

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