

Western Alliance of Community College Academic Leaders

COMMUNICATIONS POLICY

July 2018

To comply with the Western Alliance of Community College Academic Leaders' bylaws (*Article VI, Section 2: Ownership of Logo and Membership and Participant Lists*), this Communications Policy was set by the Executive Committee on July 9, 2018.

All uses of the Western Alliance of Community College Academic Leaders' logo, member contact list, and meeting participant lists must be approved by the Executive Committee. The Committee delegates this authority to its Director for the Alliance's official activities. For all other requests for the use of these items by members and non-members, written approval from the Chair is required.

More specifics follow:

1. LOGO

The Western Alliance of Community College Academic Leaders was adopted by the charter members of the Executive Committee during the 2010-2011 membership year. They selected the logo, consisting of two interlocking triangles, to represent a new organization composed of strong academic leaders working together to bring about significant change in the higher education landscape. The logo references the name of the organization: "A" for "Alliance" and "Academic". The triangle, a symbol of strength, is also the "delta" or fourth letter in the Greek alphabet and stands for difference or change.

The color "blue" is associated with depth and stability and symbolizes trust, loyalty, intelligence, wisdom and truth, while the color "red" is associated with energy, strength, power, determination and passion. The color "gray" is associated with formality and timelessness.

The Western Alliance of Community College Academic Leaders' logo may appear in the format presented below. When appearing in color, the three-dimensional sides of the triangular images are in light blue (RGB 57/85/133), darker blue (RGB 0/25/75), and light red (RGB 222/152/125), and dark red (RGB 132/15/2) with the name of the organization in title case using the Myriad Pro Regular font in gray (RGB 110/111/114).

Horizontal Version (preferred)

Western Alliance of
Community College
Academic Leaders



Vertical Version

Western Alliance of
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2. ALLIANCE LISTSERVS

All official representatives of Alliance member institutions and organizations are exclusively enrolled in the Alliance's listserv—our official communications channel--and they and Alliance staff may post messages relevant to the membership at any time using the address: Alliance-ALL@listser.wiche.edu . Executive Committee members are also exclusively enrolled in a listserv for communicating and conducting committee business and they and staff may post messages relevant to the Committee at any time using the address: Alliance-EC@listserv.wiche.edu

3. ALLIANCE MEMBERSHIP CONTACT LIST

Member contact information is to be used expressly for the business and activities of the Western Alliance of Community College Academic Leaders. A copy of the membership contact list can be provided to official representatives of member institutions upon request for these purposes. Occasionally, non-members may request use of the list for a specific purpose relevant to the membership. In such instances, a copy of the content of the message, description of the distribution method, and proposed timing must be included in the letter of request addressed to the Chair of the Executive Committee. Written approval by the Executive Committee is required in advance of the staff providing the list. The contact information may be used only for the message and timing submitted for approval; the information cannot be stored by the requesting party in a database for any additional or future use.

4. ALLIANCE ANNUAL MEETING PARTICIPANT LIST FOR SPONSORS- *Policy adopted July 9, 2015*

The Alliance annual meeting sponsorship program gives sponsors an opportunity to increase their visibility in this select community of chief academic officers for the WICHE region. It is an opportunity for sponsors to learn more about the issues academic leaders are facing and to network with them in a smaller and more intimate setting.

Sponsorship levels and the associated benefits will be approved by the Alliance executive committee each year at the planning meeting for the annual conference.

The meeting participant list with contact information will be distributed to the sponsors one week in advance of the meeting. Sponsors may request a list without contact information prior to that for planning purposes. Sponsors and all others may not sell or distribute the participant list of any Alliance meetings to any other organization. In addition, sponsors may not schedule any outside activities involving Alliance participants that may conflict with the annual meeting agenda.

5. SOCIAL MEDIA

The Alliance encourages its members to use the hashtag #TBD with Twitter, etc. If the Alliance chooses to use social media (Twitter, Facebook, LinkedIn, etc) a consistent username of @TBD should be used. If social media accounts are created, they should be monitored by Alliance staff, or members of the Alliance Executive Committee, or an Alliance member assigned by the Executive Committee.