

Dallas County Community College District
Marketing/Communications Council
CHARTER
Effective Spring 2009

CONTEXT

The comprehensive marketing and communications functions are an important element for DCCCD as we continue to enhance messages on behalf of both the district and our colleges; deliver collateral materials that serve as tools for recruitment, registration and retention; provide counsel and recommendations concerning effective communications for both internal and external audiences; and promote the programs, faculty, students and alumni – and their accomplishments – in ways that reflect DCCCD’s mission to educate students and partner with our communities.

The Marketing/Communications Council historically has worked in a loose, collaborative manner to reach comprehensive and financially responsible marketing/communications decisions. As marketing budgets continuously stretched to their limits, it is increasingly important for this council to work together in an efficient and equitable manner.

In general, college marketing/communications staffs seek to promote enrollment at their particular location while the district marketing/communications team promotes DCCCD as a whole through image campaigns, comprehensive advertising and promotions efforts, media relations coordination, publications and web/Internet tools that complement all of those efforts.

With this new organizational structure in place, the Marketing/Communications Council will make decisions that all will agree to abide by. When conflicts arise, the Council members/institutions first will work to resolve differences among themselves. If issues cannot be resolved at the council level, they then will take those matters to the location CEO level; next to the location CEO and associate vice chancellor of public and governmental affairs; and, finally, the location CEO and associate vice chancellor will take their recommendations to the chancellor for consideration/resolution, if necessary.

As any degree of centralization of marketing efforts evolves, these changes could affect the structure of college and District marketing/communications operations that may necessitate further changes of the Council structure.

PURPOSE

The Marketing/Communications Council is authorized by the associate vice chancellor of public and governmental affairs to:

- * Discuss, review, recommend and implement collaborative projects and advertising/promotions that are cost-effective;

- * Discuss, review, recommend and implement effective internal and external communications efforts that promote registration, recruitment and retention;
- * Discuss, review, recommend and implement projects that enhance the image and reputation of the district and its colleges;
- * Discuss availability of funding;
- * Serve as consultants and/or members of other councils and committees in order to implement best practices for communications, advertising, promotions, web/Internet, enrollment management and media relations;
- * Promote customer service across the District.

BOUNDARIES

- * District policy and procedures including style guide, web/Internet procedures/best practices, media relations guidelines and related areas
- * District and location marketing/communications goals
- * Eligibility, purpose, and availability of funding

CONSTRAINTS

- * Staffing/funding capacity to implement desired programs
- * Ability to view goals and objectives in a broad manner
- * Budget

TYPE OF ORGANIZATION:

Functional Council: Membership comprises Marketing/Communications team members from the District, each college and the LeCroy Center. A chair and a chair-elect were elected in summer 2009; the new chair will serve one year in that capacity, and the chair-elect will serve her or his first year supporting the chair. Effective fall 2009, the chair-elect will become chair her or his second year of service. Each year, the council will elect a new chair-elect. If a sitting council chair vacates the position, the chair-elect will assume the role of chair. If the chair-elect's position is vacant, the council will vote on a replacement. When the chair is unavailable to conduct a meeting, the chair-elect assumes those duties.

Minutes: Minutes will be recorded for each meeting by chair-elect (or that person's designee) and distributed to the members.

Members: Membership is not limited to marketing/communications directors. The council also includes and welcomes to its meetings assistant directors, news coordinators, publications and Internet/Web representatives, district-level professionals in these areas and others who are involved in efforts to market and communicate on behalf of DCCCD as well as their own colleges.

Voting: The director for each college – or her or his designee – may vote on recommendations or other council business.

ORGANIZATION MEMBERS:

FUNCTIONAL ROLE	NAME * DENOTES LEADERSHIP ROLE (I.E. CHAIR, CO-CHAIR, ETC.)	TITLE	HOME LOCATION
Marketing staff throughout the district			

ORGANIZATION RESOURCES: Resources for the Marketing/Communications Council include funds from both the district office of marketing and communications (part of the office of public and governmental affairs) and each college/location.

MEETING SCHEDULE and LOCATION: The DCCCD Marketing/ Communications Council shall meet at 9 a.m. on the third Thursday of every month (during the regular academic year) at the District Office, 1601 S. Lamar St., Dallas TX 75215. The agenda and location for each meeting shall be posted one week in advance. The council also will schedule a one-day retreat annually in June on a date and at a location to be determined by its members, in collaboration with the chair. If a change in meeting location is proposed for a given month, it must be approved by the membership either during the prior meeting or by e-mail at least one week in advance of that meeting.

ORGANIZATION SPONSOR: Vice Chancellor of Public & Governmental Affairs

DATE FOR REVIEW/RECONFIRMATION: August 2012

Approved for two year period beginning 09/01/2010

Signed by the Sponsor or Sponsor's Representative

Date