



BOARD POLICIES

DIVISION	POLICY NUMBER
VII. The Public/Community Services	07.02.01
CATEGORY	DATE
7.02.01 General Communications, Marketing, and Community Relations	Adopted: 1982 Revised: 12/2020

7.02.01 GENERAL COMMUNICATIONS, MARKETING, AND COMMUNITY RELATIONS

The Joliet Junior College (JJC) Administration and employees are considered ambassadors of the college, and should assume responsibility for helping to create and maintain good relations with the community outside the College, as well as the community within the College. As an integral component of numerous communities, JJC cannot function effectively without the cooperation and support of the greater community at large, as well as the internal community of staff and students.

Two offices lead and centralize communications, marketing, and community relations at JJC: the Communications and External Relations Office and the Marketing and Creative Services Office, under the leadership of the Executive Director of Communications and Marketing. These areas serve the central contact point for the College community related to internal and external communication needs in accordance with Board Policy, Institutional Procedures and Departmental Procedures.

The Communications and External Relations team manages all institutional JJC social media accounts, media relations, legislative relations, emergency alerts, institutional internal communications, and supports college-wide events. The Executive Director of Communications and Marketing serves as the official spokesperson of the College, alongside the College President and Chair Person of the Board. The Executive Director also leads the President’s Ambassadors group, which organizes, tracks, and streamlines community relations activities on behalf of the College.

The Marketing and Creative Services Office advances the College’s brand image and enrollment through marketing efforts and producing key publications. This team focuses on projects that fall under the priorities of institutional initiatives, enrollment management, strategic planning, and branding.

In today's competitive marketplace, it is important for an organization to be heard, seen, and remembered in a positive way. In order to deliver messages consistently and effectively, the marketing team is committed to developing communication and marketing strategies that strengthen JJC's image and build new and sustained loyalty among our students.