Communications Guide

Office of Community Relations
September 2023

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Introduction

About Compton College
Compton College is committed to providing a welcoming and inclusive environment where diverse students are supported to pursue and attain student success. Since 1927, Compton College has continued to grow and change to meet the needs of the community.

Purpose of this Guide
This guide sets standards to assist individuals in producing printed materials, web content and other forms of messaging for Compton College. Our goal is to present a unified image through well-designed communication materials for print and digital platforms.

Please note, this guide applies to College-related communications; it does not apply to instructional/classroom materials.

This guide is a working document that will continue to evolve over time. Comments from faculty, staff, administration, students, and alumni are welcome. We appreciate your support of this guide that is designed to promote creativity while developing a positive brand identity for Compton College.

Compton College Office of Community Relations
The Office of Community Relations uses the principles found in this guide to manage the College brand and help support the College's mission, strategic initiatives, and outreach efforts. By creating and cultivating a link between the College and the communities it serves, the Office of Community Relations also connects with students, employees, and visitors by designing and distributing targeted, informational, appealing, and easy-to-use publications.

Review and Approval
All external publications, videos and communications must be submitted to the Office of Community Relations for review/approval as a Word document, Publisher document, or PDF file. *Internal communications do not require Office of Community Relations review unless specifically requested by the president/chief executive officer (CEO) or a vice president.*

The following may be reviewed:

- Content
- Spelling
- Grammar
- Bulk mail regulations
- Policies of the College and District, including this guide
- Compliance with copyright law
- Correct use of logo
- Promotional items

Communications & Marketing

Print and digital publications produced by the Office of Community Relations support the College mission and work to strengthen College programs and brand. All communications and marketing materials represent the College and should be the best quality possible.

Style and Writing

Style Guide

Compton College publications generally follow rules set forth by the Associated Press (AP) Stylebook and Webster's Dictionary. The AP Stylebook is an English grammar style and usage guide used to help standardize mass communication and is the leading reference for most forms of public-facing communication. *See Appendix Item A*

Inclusive Language

At Compton College, we are committed to creating a welcoming and inclusive community where diverse students are supported to pursue and attain student success. Our academic community values the diversity of our students, employees, and alumni, and strives to use language that is free from words, phrases, or tones that reflect prejudiced, stereotyped, discriminatory, or limited views of specific people or groups. Our goal is to create guidelines for using language that is empowering and respectful to everyone. *See Appendix Item D*

Campus Publicity

Event Flyers/Informational Flyers

All flyers must include certain key elements to ensure information is clear, concise, and complete:

- Event title
- Date and time of event
  Refer to Appendix Item A for the formatting of dates and times
- Location of event
- Text describing the event, including activities/sessions or a calendar of events
- Open to the public? Student ID required for entrance/discount? Campus parking fee?
- Prizes, fees, sponsors, or registration information, as appropriate
- Benefits of attending
- Photos/graphics for visual interest as appropriate; avoid dark backgrounds
- Contact information (phone, email, URL)
  Refer to Appendix Item A for the formatting of phone numbers, email addresses and URLs
- College logo
  Refer to Appendix Item B for Compton College Logo Style Guide
- Official College URL
- Social media icons and/or links (for official College channels only)
- Compton College Accessibility Statement
  Refer to Appendix Item F for Compton College Accessibility Guide

All materials built for publication (print or digital) are subject to review by the director of community relations. The review process may take five-10 business days depending on the current number of materials under review. After any changes are made, the director of community relations may ask to see that the changes have been implemented before providing final approval.

Model Release

A Model Release Form must be completed by students photographed as individuals or those who are easily identified in a small group composition. Generic group or campus photos do not require a model release. In addition, a Group Model Release Form is available when individuals in a group setting (e.g., classroom) are photographed.

Please note, in accordance with Education Code Section 54626, information may be made available to newspaper, magazine, radio or television media and prospective employers for the purpose of reporting a student's participation in officially recognized College activities and sports events or the student's receipt of College degrees and awards.

Posting Flyers on Campus

Compton College provides designated areas for the posting of flyers and other promotional materials, available on a first-come, first-served basis. Currently enrolled students, organizations, and faculty or staff members of the College are eligible to post, circulate or distribute publicity in accordance with Compton College Administrative Regulation 3900 – Speech: Time, Place and Manner. A primary objective of these regulations is to ensure a certain amount of order and cleanliness on campus. Commercial advertising or promotional literature must not be posted, exhibited, or distributed anywhere on campus.

Publicity Authorization: Authorization for distributing literature or posting flyers on the 25 campus billboards may be obtained from the Student Development Office. All posters, banners and flyers must be identified with the name of the person or organization responsible. Any material not so identified may not be posted or distributed. Please bring 50 flyers to the Student Development Office to be stamped for approval and posting. In addition, a statement of responsibility and one copy of materials to be distributed must be filed in the Student Development Office prior to distribution.

Materials should be no larger than 8.5" x 11" except by special permission. Approved materials may be posted for up to 30 days and will be removed by the Student Development Office staff after the event. Nothing shall be posted to obscure previously posted materials. No materials may be posted on buildings, sculptures, posts, railings, trees, traffic control signs, utility poles, or vehicles.

Posting within the buildings is the responsibility of the respective division dean or administrator, and all posted material must conform to their requirements.

Violations of publicity regulations will result in removal of improperly posted signs, loss of posting or distribution privileges and possible disciplinary or legal actions.

Further Information: More information about Compton College campus publicity regulations may be obtained from the Student Development Office located in R-61, or by emailing studentdevelopment@compton.edu.

Online Calendar of Events

Compton College has an online calendar of events where campuswide events may be posted. The calendar may be viewed by internal and external audiences, so be sure to include as much information as possible and keep calendar listings current. For more information about using the online calendar of events, please contact the director, community relations. The online calendar should be used in addition to keeping webpages current.

Campuswide Email Guidelines

Campuswide email communication is generally reserved for safety and compliance information, urgent notifications, and presidential messages. Please see the *Email Communications* section (page 12) in this guide for more information about using email to promote College events/activities.

Compton College email systems are intended for College-related business conducted both on and off campus. The College's email system may not be used to send unsolicited email such as rooms for rent, pet adoption, cars for sale, etc. Ads or commercial messages, including "spam," are also not appropriate. In addition, email may not be used for emails that might be considered offensive in any way. Emails intended for internal Listservs should only be sent with a supervisor's approval.

Email Signature**:** In our efforts to enhance professional communications both internally and externally, please use an automatic signature for each email following the example below.

Please cut and paste the template below to create a signature block:

John Smith
Director of Operations
Compton College | **Operations Department**
e: jsmith@compton.edu **p:** 310-900-1600, ext. 0001 **w:** www.compton.edu

Email etiquette guidelines: Email is an invaluable way to communicate with members of the Compton College community. Proper conduct and practices should be maintained for all communications, whether emails are being sent employee to employee, employee to student, or student to employee. Please see pages 28-29 for some helpful tips on effective, friendly, and professional communications for different types of emails.

Out-of-Office Email Reply

When you will be out of the office for an extended period of time, please create an email out-of-office response.

Example:
This is _____ from the _____ department. I will be out of the office until _____ and will respond to your email when I return. If you need immediate assistance, please contact _____ at (phone) or (email). Thank you.

Marketing Tools

Publications/Graphic Design
The director, community relations is available to help facilitate the design process of each publication/project. Please schedule an appointment to discuss what is needed and the timeline for project completion.

If the project is new, please bring samples of current Compton College publications that demonstrate the request (e.g., brochures, flyers, handbooks, or online information). If nothing exists on which to base the publication, bring samples of what you consider appropriate (subject to approval) to help the graphics staff design the new promotional piece.

Please have a copy of the existing publication for reference when requesting changes. In addition to your changes, there may be other information that the Office of Community Relations needs to update as well.

Timeline for Completion of a Publications/Graphics Request: Depending on the complexity of the project and whether it is a revision or a brand-new publication that requires copy editing, photography and design, the time needed for completion may vary.

- The writing and editing of copy takes one to two weeks.
- Photography requests need to be set up at least two weeks in advance (see "Photography" section in this manual).
- The design process, including layout, revisions, and the construction of the final project, may take two to four weeks (depending on complexity).
- The printing of the final publication, whether done on campus or with an off-site vendor, may take seven to 10 business days.

Official College Social Media Accounts
The Office of Community Relations maintains the official Compton College presence on various social media platforms. The College's award-winning social marketing program provides a two-way form of communication to reach prospective students and offers a channel for communication with current students, alumni, community members, faculty, staff, families, and others. Compton College's social media pages are promoted on all printed material, from class schedules and College catalogs to advertising and outreach materials. To request an item from your program or department to be posted on the College social media sites, send an email to hparnock@compton.edu. Please allow up to five business days for posting.

Social Media for a Specific Department/Program: Participation in the official Compton College social media accounts is strongly encouraged. With nearly 14,000 combined followers, the College's social media outlets receive a high level of daily interaction, reaching a large percentage of students. Individual social media programs simply do not reach these numbers.

Programs, departments, initiatives, and centers should not have their own channels and should instead leverage the existing accounts of the College to maintain consistent branding and prevent fragmentation. Individual social media accounts for departments or programs are not recommended for several reasons, including maintenance and reach. Social media accounts must be

constantly updated and current. In addition, an individual presence will not reach the same large community as the official Compton College social media accounts. It also dilutes the consistency of messaging from the official Compton College account. Requests for any kind of individual social media presence for a department or program <u>must</u> first be presented to the director, community relations.

Unofficial Social Media Accounts

Please be advised that any unofficial social media accounts may not be linked from the College's official webpages.

Social media activities by faculty and staff that are considered "personal sites" are not covered by this guideline. However, we expect College employees acting in an individual capacity to communicate clearly that they are not representing or expressing the views of Compton College or the District. Personal/individual sites maintained by faculty and staff that inherently represent the College must comply with this guideline.

If a "personal site" states that a staff member works for or is affiliated with Compton College or the District on their account, the below disclaimer must be included.

> *Views expressed are mine and do not represent those of Compton College.*

Clubs, organizations, and other nonofficial accounts that are affiliated with Compton College must not include the Compton College logo and must not include any language claiming officiality.

Videos

Various departments occasionally have the need to produce videos to showcase programs. These are subject to the same standards as any other publication produced to promote the College. All video productions must start with a conversation with the Office of Community Relations. Please submit all scripts before production in Word format to the director, community relations. Allow two weeks for the editing/approval process. While each video may require a distinct image, the College logo must be displayed at least at the beginning and end.

Videos hosted on the College website and/or official YouTube channel must be closed captioned, including promotional materials or marketing tools, specifically any materials that are public facing.

Website

The Compton College website is published by the Office of Community Relations, which is responsible for the design, performance, and technical capacity of the website, as well as the review and final publication of updates. The Information Technology Services Department oversees the internal Portal, **MyCompton** and everything related to it. The Office of Community Relations manages the public website at www.compton.edu and is charged with ensuring that the integrity of Compton College's image and brand identity are preserved throughout the website and holds responsibility for review relative to legal requirements such as 508 compliance, usability and copyright laws. All pages are subject to review and approval.

The goals for the website is to keep students and the public informed, to attract new students and to provide current and prospective students with the services needed to begin their college career or to maintain their current educational plan. The website is also a resource for the community, faculty, staff, administration, elected and business leaders, supporters, donors, and alumni, and should demonstrate high-tech capabilities and academic excellence, while taking care to accommodate users with older equipment and persons with disabilities.

- **Webpage Format**

Official webpages are considered Compton College-sponsored communications. Therefore, it is important that official webpages appropriately represent the College's mission and commitment to excellence. The Office of Community Relations has developed and maintains standards and review procedures for official Compton College webpages.

All webpages must use one of the approved templates. The look of the overall website is a style designed to match Compton College's branding efforts.

- **Department Responsibilities**

Individual departments, whose programs and services are represented on the web, have the ultimate responsibility for the accuracy of information specific to that department. When working on existing pages, please keep in mind that your department director or division dean must approve all content prior to making any final changes.

Content should be current and updated regularly.

Web-editing training is coordinated through the Office of Community Relations and Professional Development. Refer to the Professional Development schedule published each fall and spring semester.

Media Relations

Media Requests

All calls from members of the news media must be referred to the director of community relations. Compton College enjoys excellent working relationships with the Herald publications, the Bulletin, the Los Angeles Sentinel, and other media sources. News releases and public service announcements are sent to a variety of media throughout the District. Similarly, any communications to the media must be initiated by the director of community relations.

Media Relations: Verbal Communications

- Media interviews, participation on a cable television show or on a radio talk show must be reviewed and discussed with the director, community relations prior to the interview.

- If Compton College plans to organize a press conference, its primary content must be approved in advance by the director, community relations. Only the board of trustees, president/CEO, vice presidents, the director, community relations or appropriate designated individuals should participate in communicating official positions/statements of Compton College.

- **Compton College and District Official Spokespersons**
  Compton College and the Compton Community College District's official spokespersons represent the College and District to the media, elected officials, and organizations. The official spokespersons are the members of the Board of Trustees for the Compton Community College District (CCCD) and the president and vice presidents of Compton College and the director, community relations. In the case of the CCCD board, the board president or designee is the spokesperson for the board as a whole. Each board member may speak representing his/her individual opinions, but not on behalf of the entire board.

From time to time, the director of community relations may request information from departments regarding a story. Please respond in a timely manner as reporters work on a very tight deadline (often two to three hours) before the story is published/posted.

Media Relations: Written Communications

- **News Releases**
  Designed for an off-campus audience, a news release shares newsworthy information about Compton College or District news and events with area media outlets. Created by the Office of Community Relations, news releases are part of the College's overall marketing strategy and often tie into national trends, facilitate student recruitment, or highlight student achievement. No commercial advertising, political or religious information can be used in the news release. Please review all news release ideas with the director of community relations; some information can be better shared through other channels, such as social media, internal newsletters, and the College website.

- **Email Communications**
  Compton College has established email as one of the means of sending official information to faculty, classified staff, and students. The director of community relations shall review and/or write all materials needed for campus alerts or advisories, as approved in advance by the president/CEO or designee.

Official College email communications are intended to meet the needs of the entire campus community or a large subgroup, is critical and/or time sensitive, and meets one or more of the following standards:

- o Alerts the campus community to situations about health and safety risks, as defined in the Compton College Emergency Operations Plan
- o Provides information essential to the operation or execution of business
- o Notifies the campus community about changes in governance, policy, and practice
- o Communicates important information from the president/CEO or designee, or other College administration

Official College communications will be sent to @compton.edu email addresses only.

The Office of Community Relations will not send out campuswide emails on behalf of any employee/department unless at the request of the president/CEO. Deans and directors should work with the appropriate vice president to send campuswide emails.

Student communications, including emails, should be based on the Completion by Design framework, and be designed for a specific target audience. Student communications are coordinated and managed by Student Services and the Office of Community Relations.

- **Equal Employment Opportunity (EEO) Statement**
  The Compton Community College District (CCCD) is committed to the principles of equal employment opportunity and has a comprehensive program in place to put those principles into practice. The commitment of the Board of Trustees and the CEO to equal employment opportunity is emphasized through the broad dissemination of its Equal Employment Opportunity Policy Statement. The Human Resources Department provides all new employees with a copy of the Board of Trustees' Equal Employment Opportunity Policy Statement, which is printed on most College materials.

  "The Compton Community College District is committed to providing an educational and employment environment in which no person is subjected to discrimination on the basis of actual or perceived race, color, ancestry, national origin, religion, creed, age (over 40), disability (mental or physical), sex, gender (including pregnancy and childbirth), sexual orientation, gender identity, gender expression, medical condition, genetic information, marital status, military and veteran status, or retaliation; or on any other basis as required by state and federal law."

To ensure full compliance with guidelines set by the California Community College Chancellor's Office, as well as state/federal laws and regulations to eliminate unlawful discriminatory practices, this statement must be visible and readable (minimum 8-point narrow font) on all publications, including, but not limited to College catalogs, course/class brochures, flyers, posters, and official reports.

Branding Guide

Branding Standards
Our brand identifies Compton College and distinguishes us from all others. Our brand represents our mission as a welcoming and inclusive community, as well as our vision to be the leading institution of student learning and success in higher education. We are united as an academic community to ensure our brand promotes a consistent and positive image for Compton College that aligns with the approved identity standards.

Required Elements
Please ensure that the following required elements are included on all Compton College publications:

- **Compton College Name**
  The name Compton College must appear on every Compton College publication or document.

- **Official Logo**
  The official Compton College logo **must** appear on every Compton College publication or document.

  In addition, the Compton College logo and name must be used:
    o On all print material associated with the College
    o With any and all written communications
    o On all banners, flyers, and signage

  Only the official College logo may be used. Other logos may also be displayed, but they must be secondary (smaller, in a lower placement) to the official Compton College logo. Read more about the official College logo in the *Identity Package* section (page 16) in this guide and the Logo Style Guide.

- **Compton College Web Address**
  For simplification of identity purposes, the Compton College web address is **www.compton.edu** or **compton.edu**. This web address must be used on all publications and promotional material for the College.

- **Board of Trustees Listed on District Publications**
  All District and College publications*, event programs, and other comprehensive materials should list the Compton Community College District Board of Trustees (including student trustee), and the name of the president/CEO.

  External Publications: Listed by Trustee Area
       Trustee Area 1
       Trustee Area 2
       Trustee Area 3
       Trustee Area 4
       Trustee Area 5

   Internal Publications: Listed by Trustee Position
       President
       Vice President

Clerk
Members
Student Member

Please note that in accordance with the Political Reform Act of 1974, no District-funded mass mailers, such as newsletters or postcards, will feature a photo, list, or information about elected officers. Contact the Office of Community Relations for more information.

- **College Administration Listed on Publications**
  When members of the College administration are listed on documents, please follow this order:
    - Board of Trustees
    - President/CEO
    - Vice Presidents – alphabetize by last name
    - Deans – alphabetize by last name
    - Directors – alphabetize by last name

Use of Copyrighted Material

Compton College publications must follow the guidelines consistent with U.S. Copyright Act of 1976 for the use of copyrighted materials. *Reference: U. S. Code Title 17, Copyright Act of 1976 (Section 10&); Education Code Sections 32360, 67302*

- Photos or material from newspapers or magazines must have the name of the publication and the date it was published written on the original to be copied/printed.
- The Copy Center will not reproduce multiple copies of cartoons without authorization from the owner. However, one copy or transparency can be made for classroom use.
- The Library of Congress offers free/public domain materials.
- Material taken from a book (even an instructor's manual) must have the name of the publisher and the date it was copyrighted noted on the original to be copied/printed.
- The internet IS NOT a public domain. Copyright rules apply.

Employees and students with questions regarding copyright law will be directed to the U.S. Copyright Office's website at http://www.loc.gov/copyright and other resources related to copyright.

A. Fair Use Checklist: http://copyright.Columbia.edu
B. National Association of College Stores: These booklets "Questions & Answers on Copyright for the Campus Community" and "Guidelines for Campus Copying" are recommended. http://www.nacs.org/toolsresources/cmip/copyright/questions/aspx
C. Software and Information Industry Association: http://www.siia.net
D. Copyright Clearance Center: http://www.copyright.com
E. American Library Association: http://www.ala.org/advocacy/copyright

Identity Package

College Name

Only officials of Compton College may use the Compton College name and/or logo. Individuals or groups not associated with or working with Compton College must have written permission from the director, community relations to use any part of the College name and/or logo. Unauthorized use, whether or not such intended use is related to commercial or nonprofit activities, is prohibited. The name "Compton College" must appear on every Compton College publication or document distributed for informational or marketing purposes.

Logos

Compton College

The official Compton College logo **must** appear on every Compton College publication or document. Only the official College logo may be used.

Compton Community College District Logo

When District business is being conducted, the Compton Community College District logo should be used on all documents.

Compton Community College District Logo

When District business is being conducted, the Compton Community College District logo should be used on all documents.

Compton College Tartars Logo

The Compton College Tartars logo may only be used by the Compton College Athletic Department. (See information on page 18 for updates on the college mascot.)

Other Logos and Lockups

Certain departments on campus might utilize another logo; likewise, student clubs might have a logo with a national, state, or local affiliation used to promote activities serving students and the community. As indicated above, all must be approved by the director, community relations.

When using another logo, the Compton College logo must also be used. No logo should be larger than the Compton College logo when presented together on a publication.

Lockups

The Compton College logo serves as a clear and recognizable visual for all communications and marketing materials. We have also developed a system that connects the logo with division, center or initiatives (referred to as "lockups") to represent how different parts of the college relate to each other.

College Seal

The official College seal is reserved for formal printed materials such as diplomas.
The College seal and logo are not interchangeable.

Note: *The Latin inscription Doctrinarum studiosum fortunaque means "Student Learning and Success"*

Mascot*

Compton College's mascot is the "Tartars." The use of the mascot should be limited to the athletic department only and no artistic renderings of the "Tartars" will be acceptable in any way. It is widely recognized that the mascot is a longtime tradition, and public art on campus honors the Tartars.

*The Compton CCD Board of Trustees approved Resolution 06-27-2022G to retire the Tartar Mascot effective July 1, 2025. The Tartar Mascot Taskforce is developing the phase-out timeline which will begin campuswide in 2023-2024 (starting July 1, 2023) for everyone except Athletics. Athletics will no longer use the Tartar Mascot beginning with the 2025-2026 season.

Awards and Certificates

Awards of Recognition/Appreciation/Participation
The College has a standard format to recognize students, faculty, and staff for various achievements, providing consistency in language and appearance.

A line of text in the award can be personalized to state the department/program presenting the honor, and another line further describes the award, such as "Award of Recognition," "Award of Appreciation," etc. Examples are provided upon request.

This format MUST be used for all awards/recognition; no other computer-generated certificates or purchased certificates from another source are acceptable. *Contact the director of Community Relations for more information.*

Certificates
The College has one official certificate designed to certify that students have completed a course of study. These certificates are only issued by the Compton College Admissions and Records Office.

Stationery
To create and maintain an effective visual identity program, please use the following guidelines in producing all College stationery.

Letterhead
There is one approved style for Compton College letterhead. Preprinted copies may be obtained from the Business Office; a digital Word version is available on the Shared K:Drive: K:\Management\Community Relations.

The official Compton College letterhead contains the following elements:

  • Logo: official College logo
  • Address: 1111 E. Artesia Blvd., Compton, CA 90221
  • Telephone: 1-310-900-1600
  • Website: www.compton.edu

Note: Letterhead bearing the District logo is reserved for official correspondence of the Office of the President/CEO, vice presidents, and the Board of Trustees.

Business Cards
There is an approved style for business cards for Compton College that must be ordered through the Copy Center. No variations of the business card formats may be used at any time. Do not produce business cards on a computer.

Envelopes
There is one approved style for envelopes, which may be obtained from the Business Office. No variations of the envelope format may be used at any time. You may not produce envelopes on a computer.

Campus Map

For consistency purposes, all publications including a map must use the official map and legend: www.compton.edu/about/campus-maps-directions.

Campus Events

Throughout the year, there are numerous events, conferences and celebrations planned on campus, covering a variety of disciplines and programs. It is advisable to begin extensive advance planning for each event to ensure a successful outcome. Following these simple guidelines at the beginning of the planning process will help to create a successful event and avoid conflicting events.

Initial Steps to Successful Event Planning

The event planning process begins with submitting a Facilities Request Form to the Event Coordinator.

President/CEO Event Participation

The next step in the Compton College event planning process includes completing an Event Participation Request Form if you would like College President Dr. Keith Curry to participate. The president/CEO welcomes opportunities to share Compton College's ever-growing number of success stories with audiences both on and off campus, as his schedule permits.

To fill out the form, follow these simple steps:
- Open the online form and download/save the PDF to your computer
- Fill out the form using Acrobat
- Save the form
- Submit the form to the President/CEO's Office via the link at the bottom of the form

In order to better coordinate speaking engagements, we ask that you submit requests at least four weeks in advance **to allow for scheduling and planning.**

Next Steps

The Event Planning Checklist in this guide will outline all the next steps needed for a successful event. *See Appendix Item C*

Protocol for Introductions and Speeches

Compton College hosts numerous events throughout the year. The following is the order in which individuals are to be introduced:
- President of the Board of Trustees
- Vice President of Board of Trustees
- Board of Trustees Clerk
- Members of the Board of Trustees
- Student Trustee
- Compton College President/CEO
- United States Senator
- United States Congressional Member
- California Governor
- California State Senator
- California State Assemblymember
- County Board of Supervisor
- City Mayor

- City Council Member
- Compton College Vice President
- K-12 School Board Member
- K-12 Superintendent/President
- Staff members representing Elected Officials
  (use same order of office as above)
- Compton College Dean or Director
  (if one is introduced - all present must be introduced)
- Special Guests

At the beginning of introductions, request that the audience hold applause until everyone has been introduced.

Use good judgment in determining whether or not to introduce College staff members and special guests, based on the size of the audience and the type of event.

How to Introduce and Address the Compton College President/CEO

Depending on the circumstances, Compton College President/CEO, Keith Curry should be introduced/addressed in the appropriate manner.

- **On-campus informal introductions and meet-and-greet occasions**
  President Dr. Keith Curry

- **Off-campus events and formal on-campus events**
  Compton College President Dr. Keith Curry

- **In print and online**
  Keith Curry, Ed.D.
  President, Compton College
  CEO, Compton Community College District

Contact Information for Office of Community Relations

Heather Parnock
Director, Community Relations   1-310-900-1600, ext. 2968
hparnock@compton.edu   Room 49, Administration Building
www.compton.edu/community/community-relations/

Media Requests/Inquiries may also be directed to communityrealtions@compton.edu.

APPENDIX

Appendix Item A – Style Guide

Acronyms

- Use acronyms only on second reference, after the proper name has been stated. If an abbreviation or acronym would not be clear on second reference, do not use it. Example: For more information, contact Honors Transfer Program staff. An award-winning student success program, the HTP is committed to helping highly motivated students.

Board of Trustees

Compton College capitalizes Board of Trustees in all instances.

- The term "Board of Trustees" refers to a singular entity, therefore, singular verbs are required in sentence construction:
  It is recommended that the *Board of Trustees receives* an update on the 2021-2022 California State Budget Proposal.

- When referring to "board members," that is, a group of several people, plural sentence structure is required:
  It is recommended that *board members receive* an update on the 2021-2022 California State Budget Proposal.

- Rephrasing the sentence is also acceptable:
  It is recommended to send an update on the 2021-2022 California State Budget Proposal to the Board of Trustees.

California Community Colleges

Compton College is one of 116 colleges that comprise the California Community Colleges, the largest system of higher education in the United States, serving nearly 2 million students.

- Known as the California Community Colleges, a plural name, but referred to as a singular entity.
  The *California Community Colleges* is your partner in education; discover how you can meet your goals, from professional training to university transfer.

- Retain the plural system name when referring to the California Community Colleges Chancellor's Office.
  The *California Community Colleges Chancellor's Office* administers grants that help facilitate student completion and achieve equity goals.

- The current California Community Colleges Chancellor is Dr. Sonya Christian, who is appointed by the Board of Governors and serves as the chief executive officer of the system. Use Christian on second reference.
  Guiding your success at the California Community Colleges is *Chancellor Sonya Christian.*

Dates

- Always use numerals for days, without ordinal references such as st, nd, rd or th
  Examples: March 3, April 16 (**not** March 3rd, April 16th)

- In most cases, do not abbreviate months; always spell them out
  Example: October is her favorite month.

  However, in news releases, follow AP style and abbreviate months
  Example: The event is on Sept. 21.

When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec.

- Spell out months when using alone, or with a year alone; do not separate the year with commas.
  Examples: *January 2016* was a cold month. We will install the new computers in *November*.

- Do not separate months and years with a comma
  Example: He left for Rome in *December 1987*.

- When a phrase refers to a month, day and year, set off the year with commas.
  Example: *Feb. 14, 2013*, was the target date.

- Include the year only if it is different from the present year.

Numerals
- Spell out a numeral at the beginning of a sentence.
  Example: Forty-two people attended.

- Spell out whole numbers below 10
  Examples: He has four dogs. She is one of six children.

- Spell out first through ninth.
  Examples: I came in first. He wound up in fifth place.

- Use figures for 10 and above.
  Examples: There are 11 houses on that street. He is the 43rd in line.
  Exception: Always use figures for ages, regardless of the number. Example: The girl is 8 years old.

Telephone numbers
- Use hyphens to separate phone numbers; and commas to offset extension numbers.
  Example: 310-900-1600, ext. 1234

Time
- Use lowercase a.m. and p.m. (with periods)

- Use figures for time of day except for "noon" and "midnight"
  Examples: 1 p.m., 10:30 a.m., 5 o'clock, 8 hours, 30 minutes, 20 seconds, a winning time of 2:17:3 (2 hours, 17 minutes, 3 seconds)

- Use times **without** ":00" when expressing a time at the top of the hour
  Example: 1 p.m., 2 a.m.

- Use a hyphen to separate time frames such as 10 a.m.-1 p.m. and 3-5 p.m. (no spaces on either side of the hyphen). If the range crosses noon or midnight, specify a.m. and p.m. times.

- Avoid such redundancies as 10 a.m. this morning, 10 p.m. tonight or 10 p.m. Monday night. Use 10 a.m. or 10 p.m. Monday, etc.

- In general, do not use courtesy titles except in direct quotations. When it is necessary to distinguish between two people who use the same last name, as in married couples or brothers and sisters, use the first and last name.

- Use Dr. in first reference as a formal title before the name of an individual who holds a doctor of dental surgery, doctor of medicine, doctor of optometry, doctor of osteopathic medicine, doctor of podiatric medicine, or doctor of veterinary medicine. Do not continue the use of Dr. in subsequent references.

- Do not use Dr. before the names of individuals who hold other types of doctoral degrees.

- In general, do not use degree credentials with such abbreviations as B.A., M.A., LL.D. and Ph.D. However, if one person has degree credentials listed in a publication, everyone on the list should have the appropriate credentials.

    Example:
    o Keith Curry, Ed.D.
    o Sheri Berger, M.S.
    o Hiacynth Martinez, M.S
    o Nicole Jones, M.S
    o Abdul Nasser, DBA

- When specific job titles are used, they are capitalized when used directly before an individual's name, lowercase in all other uses. In general, avoid unnecessary capitalization.

    Example:
    We will begin the fall semester with Professional Development Day, featuring guest speakers and a welcome address from Dr. Keith Curry, president/CEO of Compton College.

- As an exemption to AP Style, Compton College sometimes uses "professor" as a courtesy title, capitalized before the person's name. Coach is lowercase, with or without the specific name of the sport coached.

Spelling, Capitalization and Punctuation

The guidelines of the Associated Press (AP) Stylebook are followed primarily. The following are the correct spelling, capitalization and punctuation for some words commonly used in Compton College communications:

advisor
- An exemption to AP Style, Compton College uses "advisor" in all instances.

Alumnus, alumna, alumnae and alumni
- Use alumnus when referring to a male who has attended a school.
- Use alumna when referring to a female who has attended a school.
- Use alumnae when referring to a group of females who attended a school.
- Use *alumni* when referring to a group of males or a group of both males and females who attended a school.

ampersand (&)
Use the ampersand when it is part of a company, department or program's formal name or composition title, such as: *Transfer & Career Center*, *Admissions & Records Office*, *Maintenance & Operations Department*. The ampersand should not otherwise be used in place of *and*, except for some accepted abbreviations: *A&R*, *M&O*.

annual and inaugural
An event is *annual* after at least two consecutive years. Therefore, the term *first annual* should be avoided. First events can be described as *inaugural*. It can also be noted that sponsors plan to hold the event annually.

associate degree
Associate of Arts (no possessive)

bachelor's degree
Bachelor of Arts (no possessive)

campuswide (one word) **Compton Community College District**
Use when referring to the District, such as the Board of Trustees and legal documents

counseling (not counselling)

department
Capitalize the first letter when used as part of a proper name. Use lower case in general uses.
Examples: For more information, visit the Economics Department. That department posted office hours to the webpage.

districtwide (one word)

division
- Capitalize the first letter when used as part of a proper name. Use lower case in general uses.
- Examples: The Health and Public Services Guided Pathways *Division* at Compton College offers a wide variety of courses in all disciplines. Compton College has five academic *divisions*.

email (not e-mail)

entitled
- Use entitled to mean a right to do or have something. Do not use it to mean titled.
- Examples: She was *entitled* to the promotion. The book was *titled* "Gone with the Wind."

flyer (not flier)

gray (not grey)

internet (lowercase)

login, logon, logoff
- These terms are nouns: login, logon, logoff.
- Use as two words in verb form: *I log in to my email.*

master's degree
Master of Science (no possessive)

midterm (not mid-term)

nonprofit (not non-profit)

office
- Capitalize the first letter when used as part of a proper name. Use lower case in general uses.
- Examples: For more information, visit the Financial Aid *Office*. His *office* is down the hall.

online (one word, no hyphen, lower case)

professor (lowercase before a name)

Southern California (capitalized)

toward (not towards)

web (lower case)

webpage (one word, lower case)

website (one word, lower case)

Appendix Item B – Compton College Logo Style Guide
PDF available [here](#).

Appendix Item C – Event Planning Checklist
Word file available on the Shared K:Drive: [K:\Management\Community Relations](#).

Appendix Item D – Inclusive Language
See information in this section for a general overview focusing on using inclusive language in Compton College publications, digital information, and other materials. For more detailed guidance, please refer to the [Diversity/Inclusivity Style Guide created by California State University](#), our university partner in the state's higher education system.

Gender-Neutral Language
- In general, use terms that can apply to any gender. Such language aims to treat people equally and is inclusive of people whose gender identity is not strictly male or female.
- Use common sense, respect for the language, and an understanding that gender-neutral or gender-inclusive language is evolving and in some cases is challenging to achieve.
- Ask the individual which pronoun, and what name, to use.
- Consider any word or term that has the effect of emphasizing one gender over another. Always look for an appropriate substitute. Examples:
  - **business owner, businessperson** Not businessman/businesswoman
  - **city leaders** Not city fathers
  - **crew, staff, workforce, workers** Not manpower
  - **dancer, ballet dancer** Ballerina is acceptable because of broad use by dancers
  - **firefighter** Not fireman

- **first-year student** Freshman is acceptable. Do not use freshperson or freshwoman
- **hero** Not heroine
- **host** Not hostess
- **humanity, humankind, humans, human beings, people** Not mankind
- **human-made, human-caused, artificial, synthetic** Not man-made
- **maintenance hole** Not manhole
- **police officer** Not policeman/policewoman or patrolman
- **they** The Associated Press notes it is acceptable to use the singular they (as well as them/their) as a gender-neutral pronoun

Race and Ethnicity

- Race and/or ethnicity should be included in a story/publication only when directly relevant to the story.
- Avoid broad generalizations and labels; race and ethnicity are one part of a person's identity.
- Place the humanity and leadership of people of color at the center.
- Ensure that headlines, images, captions, and graphics are fair and responsible in their depiction of people of color and coverage of issues.
- Use a multiracial lens and consider all communities of color.
  - **African American / Black** (the B in Black is capitalized; African American is not hyphenated)
  - **Hispanic / Latino/a / Latinx** and related terms
  - **Asian American and Pacific Islanders** and related terms (no hyphen)
  - **Native American and related terms** (no hyphen)

Appendix Item E – Email Etiquette

Employee to Employee Email Communications

Here are some important things to consider when sending emails to other Compton College employees.

Subject lines - Make sure your subject line is clear and specific. This helps fellow staff know quickly what your email is about.

Deadlines - Include a deadline whenever relevant to help coworkers prioritize your request.

To: vs. Cc: - In the "To" field, type in the email address of the individual the message is intended for. If there are additional individuals who need a copy of the email, add them in the "Cc" field. The original receiver of the email will see these people have been added.

Reply-all - Only the most relevant work-related messages should be sent to all recipients. Private messages, or ones that apply to only a few people, should not be sent this way. Additionally, avoid cc'ing more recipients than necessary.

Include key information - All emails should contain helpful resources such as direct links to necessary information and a signature containing your contact information.

Avoid unnecessary replies - While "thank you" and "you're welcome" are polite, it is often unneeded to send an email only containing these niceties as it clutters inboxes.
Write in an appropriate tone - Your tone cannot be heard in email, which is why it is important to follow certain guidelines to help keep communications friendly, easy to read and professional.

- Use a standard font style and size (e.g., Calibri, size 12) and only include emoticons sparingly.
- Avoid FULL CAPITALIZATION since it can come across as yelling.
- Keep emails short and don't bury important information. It is frustrating to wade through long emails trying to figure out what is needed.
- Do not respond to an email when emotional. Give yourself time to reflect first.
- If you are raising a concern, be positive and calm. Consider if it is better to address the matter in person, especially if your topic requires back-and-forth discussion.
- Remember that email is not private. Email with your Compton College account is considered school property and can be retrieved, examined, and used in a court of law. Also, it can be forwarded, so unintended audiences may see what you have written. Always keep the content professional.

Employee to Student Email Communications

Email is often the quickest method for contacting students. Please follow these tips for creating effective and positive communications with students.

Subject lines - Make sure your subject line is clear and specific. This helps students know what your email is about.

Deadlines - Include a deadline whenever relevant to help students know an action is needed by a certain date.

To: vs. Cc: - Use the "To" field if reaching out to an individual student. Before cc'ing additional recipients, be mindful if this information is personal or sensitive to an individual student. If cc'ing a group of students that do not need to also contact each other, consider using the "Bcc" (blind carbon copy) function instead.

Reply-all - Only the most relevant school-related messages should be sent to all recipients and only when it is useful to every recipient. Use the "reply all" button only when compiling results requiring collective input and only if you have something to add.

Include key information - All emails should contain helpful resources such as direct links to necessary information and a signature containing your contact information should the student need to reach you outside of email.

Writing in an appropriate tone - It is important to maintain a professional but friendly tone with students. Here are some things to remember.
- Use a professional, easy-to-read font and size (e.g., Calibri, size 12).
- Do not use FULL CAPITALIZATION as it can be misconstrued as yelling.
- Be clear about any further steps or actions that are needed from the student. Do not bury important information.

- Try not to send a hasty response that does not take the student's concern or inquiry seriously. If you write an unhelpful email, you place students in the difficult situation of having to email you back again. This can make them feel awkward and embarrassed.
- Respond within 24 hours when possible as the student's inquiry or request may be important to their academic success.
- Do not use a personal email address when communicating on behalf of Compton College. If employees receive a message in their personal email account that is related to Compton College business, that email should be forwarded to their @compton.edu email address and deleted from their personal email.

Student to Employee Email Communications
Just as you follow etiquette in face-to-face conversations, you should do the same in written communication. You want your message to be understood in a positive manner as well as taken seriously. Here are some important things to keep in mind when emailing Compton College staff and faculty.

Subject Lines - Keep it short and simple. Include your name, class (when relevant) and what the email is specifically regarding, so they know how to best assist you.

Deadlines - Include any deadlines whenever relevant to help prioritize your request.

To: vs. Cc: - In the "To" field, type in the email address of the individual the message is intended for. If there are additional individuals who need a copy of the email, add them in the "Cc" field. Only include additional people if it is truly necessary.

Reply-all - Send a group email only when it is useful to every recipient. Use the "reply all" button only if you have something to add for the whole group.

Avoid unnecessary replies - While "thank you" and "you're welcome" are polite, it is often unnecessary to send an email containing only these niceties as it clutters inboxes.

Include key information - Ensure that links work and that you have included any needed attachments. Otherwise, your request may be delayed.

Write in an appropriate tone - Always read your emails before sending. Here are some things to look for to help keep your emails brief, positive and respectful.

- Always use your Compton College email account to email your instructors and other Compton College community members. Emails from private email addresses (Google, Yahoo, etc.) will most likely be ignored.
- Address your instructors by their title and last name, and with a formal greeting (e.g., Dear Professor Smith or Dear Dr. Thomson).
- Use complete sentences and make sure you have proper capitalization, punctuation, and grammar.
- Do not write in ALL CAPS. This makes it seem like you are shouting at the receiver.
- Avoid abbreviations, especially those used in text messages (e.g., "u" instead of "you").
- End the email with a proper sign off expression that matches the message of the email ("Thank you" or "Sincerely").

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- Don't email your teachers asking or complaining about grades. If you have questions, schedule an appointment to meet in person to review areas of improvement.

Be patient in waiting for a response, as faculty, academic advisors, and other Compton College employees may not be able to reply immediately. If you do not receive a response within five business days, you may send a polite email asking if your recipient received the initial message.

Appendix Item F – Compton College Accessibility Guide

Compton College is committed to ensuring that all events that are open the public are accessible to attendees with disabilities, in compliance with the Americans with Disabilities Act, and equivalent state laws.

Event flyers and other promotional materials should include the following statement:

Individuals with disabilities are encouraged to attend Compton College sponsored events. If you require a reasonable accommodation in order to participate in this event, please contact *[insert: the sponsoring department or contact person]* at *[insert: telephone number, email,]* at least ten business days in advance [or provide a deadline].