



Communication Plan

Developed by the College Effectiveness and Accreditation Committee: Fall 2017
Approved by Yuba College Council on _____

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I. Purpose

The purpose of this strategic communication plan is to support an organized communication system for Yuba College. It will serve as the College's first formal communication plan and represent a framework for managing and coordinating all internal and external communication regarding the college. All communication processes and initiatives will be aligned with the overall plan's strategies governing the efforts to communicate messages to various audiences.

II. The goals of the Yuba College Communications Plan

- Build pride and a sense of ownership of Yuba College among elected and appointed officials, community and business leaders, residents, college employees, students and alumni.
- Increase marketing and outreach to help meet the College's annual enrollment goals, with attention to underserved populations.
- Promote Yuba College and gain regional and local recognition.
- Build support for the Yuba College President, faculty and staff.
- Help achieve organizational effectiveness through a cohesive internal communications program that fosters employee understanding of College goals and programs and engagement in the decision-making process.
- Ensure students, executives, faculty and staff understand the goals and priorities of the College so their actions help bring success.
- Increase transparency of the organizational decision-making process.
- Enhance the flow of information and engagement between the Board, executive management, faculty, staff, students and external audiences.

To ensure the success of the plan, Yuba College leaders (i.e. deans, directors, program managers, faculty coordinators, committee chairs, etc.) must recognize that communication is a shared responsibility.

III. Communication Channels Analysis

The following is a listing and analysis of the college's current communication channels (see Table 1). It is likely that others exist as the process for developing channels is informal.

Table 1 – Communication Channels Analysis

Channel	Analysis
Bulletin Boards	Bulletin boards are distributed throughout the campus. The boards are used for the purpose of communicating with employees and students.
Digital Signage	The recent addition of digital signage monitors in the YC buildings as well as those strategically located throughout the campus provides high visibility to the college's ability to promote events and programs campus-wide. The signs are displayed in a 24-hour rotation.
YC Student Email	Every student has a mycampusid@go.yccd.edu email. Email has been adopted as the primary mechanism for sending formal communications to students at YCCD. Students, therefore, must check email regularly in order to stay abreast of important messages and notifications. Failure to read formal College/District communications sent to students' yccd.edu email address does not absolve students from knowing and complying with the content of official communications. Students are encouraged to use their go.yccd.edu account in order to benefit from all of the features available from Office 365 such as Office Light and OneDrive storage. They also have the option of forwarding their go.yccd.edu email address to an email address of their choice. The important thing is to ensure the receipt of current college information.
YC Employee Email	Every employee (faculty and staff) has a mycampusid@yccd.edu email. Email has been adopted as the primary mechanism for sending formal communications to faculty and staff at YCCD. Employees, therefore, must check email regularly in order to stay abreast of important messages and notifications. Failure to read formal College/District communications sent to faculty and staff yccd.edu email addresses does not absolve employees from knowing and complying with the content of official communications. Employees are encouraged to use their yccd.edu account in order to benefit from all of the features available from Office 365 such as Office Light and OneDrive storage. They also have the option of forwarding their yccd.edu email address to an email address of their choice. The important thing is to ensure the receipt of current district and/or college information
Distribution Lists	Faculty and staff have been provided the ability to generate their own email to individuals and to create groups for two-way communications between their constituencies. Our email system has the ability for individuals to create their own groups and allows for faculty and staff to opt-in or opt-out of these communication groups. A series of email lists (see below) will be initially populated and then updated monthly in an automated manner to provide a means of two-way communication. Yuba College All: yc_all@yccd.edu All Yuba College Faculty: yc_faculty@yccd.edu
College Website	Yuba College maintains a website, which offers a variety of information for both our students and staff, and the general public. http://yc.yccd.edu <ul style="list-style-type: none"> • Minutes/Agendas – YCCD committees store agendas and minutes on the public website to provide access to all interested parties. • Calendar – calendars can be found on all primary website pages as well as located within MyCampus.
Yuba College App	A mobile app for students to stay connected with their campus. Capabilities include access all campus information on the go, keeping classes, assignments and events organized, and joining the campus discussion and connecting with student peers.
Newsletters	Yuba College President/VP Office publishes a newsletter. It is targeted toward internal faculty and staff that includes articles regarding their accomplishments. The articles

	showcase both curricular and co-curricular achievements and activities, along with faculty research publications and presentations.
Marquees	The recent addition of three electronic marquees located on college property (Marysville Campus and Sutter County Center) and at the City of Marysville Center for the Arts added greatly to the Colleges ability to promote events on campus as well as programs and services that benefit the college's students and the community at large. The signs allow multiple messages to be displayed in a rotation and they operate 24 hours per day.
The Prospector	The independent, student-run newspaper is printed only twice per semester and relies primarily on its online presence to communicate student news. However, very few students are aware of the student newspaper due to lack of visibility, and there is a lack of student participation. The faculty advisor solicits names from English faculty as recommended student writers. He then sends a letter directly to the student, informing him or her of the recommendation and inviting the student to participate in publishing the student newspaper.
Early Alert	Yuba College uses The SAGE Early Alert system which allows faculty to easily and quickly create electronic progress reports and other referrals for students to receive services.
Shared Governance Process	Campus constituent groups including classified staff, full-time and adjunct faculty, are involved and have influence in a variety of activities that collectively are often referred to as the shared governance process. Students are encouraged to participate in the shared governance process by serving on committees. Associated Students of Yuba College is the governing body which represents students' views to the Yuba College administration. Under this plan, the groups' representatives share the results of their participation in meetings, committees and other events with their constituencies. Subject to individual constituent opinions, this transmittal of information is accomplished with varying degrees of success. Websites and other online resources as well as printed bulletins and notices often facilitate this process. There is however no central point of reference for all shared governance activities
MyCampus Portal	The student MyCampus portal is intended as a primary tool for students to conduct business with the College. Student specific information such as course schedules, grades, assessment levels, previous class history, student email and other information is made available in a single portal. More needs to be done to market the portal and to make improvements. All services that are available on the portal are also available in various places throughout the college website. While other features of the portal such as the news and alerts section make it a superior tool for the delivery of student specific information, the simultaneous availability of many services elsewhere on the college website has undoubtedly limited the portals traffic
WebAdvisor	An online system that allows students to add/drop classes, pay for tuition, or change address. Faculty can view their assigned loads, and pay stubs, and employees can enter their worked hours through Webadvisor.
Publications	The college distributes a wide variety of publications to the external community. The bulk of the publications from the college come from the Public Events Office.
Class Schedule	Currently, class schedules are printed two times (spring, and summer/fall) annually. Primary responsibility for coordinating the production of class schedules currently resides with the Public Events Office.
Catalog	The college catalog is produced once annually. The current print run is down significantly from years past. Primary responsibility for coordinating the production of catalogs resides with the Public Events Office. Efforts are currently underway to automate the production of the college catalog to increase the accuracy of the document

	and streamline the process that provide a more efficient use of staff time. This process may require a minor redesign with regard to layout.
College Switchboard	The college operates a telephone “tree” to direct incoming calls to the proper departments.
Employee Directory	The online version is available on the college’s website and is updated automatically from the Colleague system. Print version is not available.
Event Calendar	The College’s online event calendar is maintained through the Public Events Office. This calendar is located on the college’s main webpage and is accessible by anyone from the community with web access. Currently, there are varieties of other methods used to inform the public about specific events such as marketing and comprehensive print publication describing all events.
Texting	Texting is used to inform students about the progress of their submitted complaints.
Community Partnerships	Yuba College is part of the Yuba Sutter Arts Consortia. The College creates a Public Events Series booklet to cross-promote and coordinate event dates.

IV. Audience Analysis

The college's audience includes both internal and external targets. Identifying and understanding YC's audiences and their relationship to the college is essential to creating and implementing a well-organized and targeted communication plan. Yuba College's audience is divided into three categories: students, employees, and the community (including potential students).

Internal Communication: Students

Purpose	Methods	Frequency	Responsible
Schedule of Classes	Class Schedule	Twice per year	VP Office
Degree/Certificate Requirements	Catalog	Once per year	VP Office
A variety of information	YC Website	On Demand	College departments and IT Department
Public events, public safety, workshops counseling, student activities/ clubs	Yuba College Mobile App	As Needed	All who have access
YC Acceptance	Acceptance e-mail	Automated	Registrar
Honors	E-mail	Conclusion of each Primary Term	Dean of Student Services
Academic/Progress probation level 1	E-mail	Conclusion of each Primary Term	Dean of Student Services
Academic/Progress probation level 2	E-mail	Conclusion of each Primary Term	Dean of Student Services
Academic Dismissal	E-mail	Conclusion of each Primary Term	Dean of Student Services
Drop for Non-Payment	E-mail/Voicent Autodial	Every ten days from first day of enrollment	Registrar
Financial Aid Award Letter	E-mail	Seven days prior to disbursement	FA Office
Missing Information	E-mail	Automated – three e-mails at 30 days intervals	FA Office
Satisfactory Academic Progress	E-mail	Conclusion of each Term	FA Office
Loss of BOG eligibility	E-mail	Contingent on eligibility rules	FA Office
Public events, public safety, workshops counseling, student activities/ clubs	Digital Signage	As Needed	Public Events Office
Public events, public safety, workshops counseling, student activities/ clubs	Marquees	As Needed	Public Events Office
Announcements, Campus Events, Class Documents and Announcements, Emergency Alerts	MyCampus Portal	As Needed	All who have access
Registration, Academic Profile, Financial Information, Parking Permits, and Account Information	WebAdvisor	On Demand	District IT

Public events, public safety, workshops counseling, student activities/ clubs	Bulletin Boards	As Needed	All who have access and permission
Emergency Alert	Text	Automated	Individual Sign-up

Internal Communication: Employees

Purpose	Methods	Frequency	Responsible
District and College Committee Actions and Decisions	Committee Specific Websites: agendas and minutes	As frequently as the committee meets and approves agendas/minutes	Committee chairs, recorders
Academic Senate Agendas	E-mail	Weekly	Academic Senate President
Significant Events, Awards, Honors and News	President's Newsletter	Monthly	College President
District/College Announcements	E-mail	As Needed	District/College Administration and Faculty and Staff Leadership
Census Certification Reminders	Automated E-mail	Census Date and 7 days prior to Census Date	Registrar
Parking Permits, W-2 Statements, Pay Advices, Time Entry and Approval, Financial Information	WebAdvisor	On Demand	District IT
Announcements, Campus Events, FLEX Information/Links, Emergency Alerts	MyCampus Portal	As Needed	All who have access
Emergency Alert	Text	Automated	Individual Sign-up
Yearly Goals, Themes, Challenges	Fall Convocation	Once per year	College President

External Communication: Community and Potential Students

Purpose	Methods	Frequency	Responsible
Schedule of Classes	Class Schedule	Twice per year	VP Office
Degree/Certificate Requirements	Catalog	Once per year	VP Office
High School Student Recruitment	Counselor visits and Outreach	Throughout the year	Counseling and Outreach Departments
Student Recruitment	College Information Day	Once per semester	
Public events, public safety, workshops counseling, student activities/ clubs	Marquees	Throughout the year	Public Events Office
Recruitment	Bus shelter, billboard and bench ads	Throughout the year	Public Events Office
Recruitment	Post cards	Twice per year	Public Events Office

Recruitment	Print advertising (newspaper and magazine)	Throughout the year	Public Events Office
Recruitment	Radio (local and national/Pandora)	Local – daily; national – twice per year	Public Events Office
Recruitment	Yuba City Movie Theater video ad	Daily	Public Events Office
Public Events, Recruitment, Community Building	Social Media (Facebook and Twitter)	Throughout the year	Public Events Office

V. Outreach

The Yuba College Outreach Committee was established to communicate outreach activities to the Yuba College community:

- Establishment of a monthly email with Yuba College outreach activities
 - Offers opportunities for staff to participate
- Based on development of outreach forms, allows staff to suggest possible, upcoming outreach activities for Yuba College to participate in.

It allows Public Events Office to incorporate outreach activities into advertising, specifically targeting outreach during high enrollment periods that would continue brand identity and provide helpful, front-line contact with potential students. To establish this goal, the Outreach Committee:

- Developed trade show quality material
- Incorporated consistency with handouts (main Yuba College and Sutter County Campus Brochure)
- Purchased giveaways for outreach activities
- Developed annual calendar of continual potential outreach
- Purchased rolling cases so outreach items are available for check-out if multiple outreach is occurring at the same time.
- Establishment of an outreach calendar, populated by multiple outreach users to keep track of where and when staff are going
- Developed an outreach after event evaluation form to ensure outreach activities are effective and if it should be continued the next year.

Outreach Challenges:

- Outreach does not have a budget attached to the function and monies from the Yuba College Advertising budget were used to secure outreach and sponsorship activities.
- Staffing is difficult, especially when outreach is multiple days and on evening/weekends. The administrative team should provide employee incentive standards that the Outreach Committee could incorporate to encourage staff to participate in Outreach activities.

VI. Advertising

On-campus advertising takes place through the following channels:

- All Email
- Portal
- Web Calendar
- Homepage News Stories
- Closed Caption TVs (library, cafeteria and by admissions)
- Electronic Marquees (Yuba College-west parking lot, Yuba Sutter Arts and Sutter County Campus)

Off-campus advertising utilizes the following communication channels:

- Websites: Chamber of Commerce, Appeal Democrat and Arts Related Events on Yuba Sutter Arts
- Press Release
- Paid advertising options off campus:
 - Display Ads
 - Appeal Democrat
 - Prospect Magazine
 - Me and Mine Magazine

VII. Communication Challenges

The College's communication challenges include:

A. Internal communication:

- Public Events Office creates training for consistency in advertising. However, this training is not well known throughout the College.
- Emails frequently go to Clutter thus remaining unread. Also, the College is struggling to get adjunct faculty to use their college emails.

B. Current student communication:

- While internal communication efforts may be improved with regard to message development and channel coordination, communication with students is a more challenging issue. The college has witnessed some progress in this area of student communication but should focus on additional development. These efforts must explore the use of communication tools students have already embraced such as social media, mobile technology, digital signage monitors, and web-based videos.
- Phone calls from current and prospective students placed through the College Switchboard go frequently unanswered, resulting in complaints.

C. Former student communication:

- Communication with former students is very limited. While the benefits of maintaining an engaged and informed alumni population are significant, Yuba College is just beginning to take steps to engage this audience. Our communication with former students and alumni could be greatly improved if we saved personal student emails when they apply to the college. Unfortunately, a proposal that the district/college save all student personal email accounts was denied at the District-level. This decision should be reconsidered. Alumni and Friends Association uses Facebook, a webpage, and email communications.

VIII. Recommendations

The following is a listing and description of the college's communication recommendations (see Table 2)

Table 2 – Recommendations

Recommendation	Description
Establish Communication Staff Members	The communication staff members will be selected by each department dean/manager. These members will include those who have responsibility for different aspects of internal and external communication. They will be charged with acting as a coordinating body to ensure that college-wide communication activities support strategic goals and objectives, as well as assisting in the development and implementation of the college's communication plan.
Email	Adjunct orientation at beginning of semester must include a mandatory session on email forwarding from YCCD account to their email account of preference and mobile phone entry. Require all adjuncts to provide forwarding email address.
Enhance College Website	Efforts need to be made to vitalize the website, enhance current pages, and update content. Currently no matrix exists to indicate who is responsible for continually updating individual pages for each department. Governance of yc.yccd.edu should be entirely Yuba College's responsibility. Since the conversion to WordPress-effective administration of the site can be done without knowing a line of HTML. District IT supplies support, training and backup and partners with Yuba College staff and faculty to enhance and improve the site. IT is currently responsible for content on the main YC's website, which is the most viewed page on the college website and as such has tremendous value as a communication tool. An effort is underway to develop a logical standard for use in reorganizing and maintaining the website.
Enhance Social Media Messaging	The majority of the college's departments are actively using social media as a vehicle to communicate with the student audience. However, some are struggling with ways to effectively use the sites to connect with students. Marketing to prospective students ideally include targeted marketing (geo-location) via social media, including Facebook that leverages student mobile device use.
Develop and Implement Marketing Guidelines and Standards	Maintaining brand identity is necessary and is accomplished by assuring that all new publications or other usages by departments include college-approved symbols, images or logos. Brochures and other frequently used promotional materials should be standardized in order to present a uniform brand that is easily recognizable to internal and external audiences. Responsibility for non-print items such as signage and clothing/uniforms would reside with division and department leadership who would be responsible for following established policies. There is a need to designate an office as the central clearinghouse for all publications to ensure that college branding policies are developed and strictly enforced. These policies would be communicated to the college's departments by this entity.
Utilize Student Texting	There is a need to utilize text messaging when communicating with students. Counseling department in particular is interesting in texting capabilities. There is a web application in Beta testing that allows authorized Faculty & Staff SMS Texting capabilities.

Utilize faculty texting	The College could sms text all YC Faculty each week with a link that contains all vital information. We would limit texting to only 1X a week during the semester that faculty was actively testing. The link would go to a web page containing bullet summary of weekly headlines for Flex, Academic Senate, etc.
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IX. Appendices

Appendix: YCCD Communication Guide

Appendix: Email Etiquette

Appendix AP 3721

Appendix: Email Forwarding Instructions

Appendix: Advertising/Marketing 101 Presentation

Appendix: Announcement Submission Form

YCCD Communication Guide

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Preface

As an institution of teaching and learning the Yuba Community College District values open and effective communication. Our Institutional Student Learning Outcomes – particularly those focused on communication, [personal and social responsibility, and technological awareness – encourage the use of appropriate technological tools to communicate appropriately and respectfully. This guide provides an overview of the various communication tools available to students, staff, and faculty of YCCD.

Rationale for the Communication Guide

Recommendations and “best practices” offered in this guide are provided, in part, as a response to district wide feedback collected in fall 2014 by dC3 Team 2. In an effort toward continuous quality improvement of district communication and communication tools; a district wide survey has illuminated areas of confusion and concern as it relates to our practices. Although no one document could encompass all communication in an organization, the goal of this document is to strengthen common expectation for the tools that are primary methods of communication accomplish district goals.

Purpose

The purpose of this guide is to provide a means of communicating the different modes and solutions available to the faculty, staff, and students of Yuba Community College District (YCCD).

Email – Email has been adopted as the primary mechanism for sending formal communications to students, faculty, and staff.

Students – Every student has a mycampusid@go.yccd.edu email. Email has been adopted as the primary mechanism for sending formal communications to students at YCCD. Students, therefore, must check email regularly in order to stay abreast of important messages and notifications. Failure to read formal College/District communications sent to students' yccd.edu email address does not absolve students from knowing and complying with the content of official communications. Students are encouraged to use their go.yccd.edu account in order to benefit from all of the features available from Office 365 such as Office Light and OneDrive storage. They also have the option of forwarding their go.yccd.edu email address to an email address of their choice. The important thing is to ensure the receipt of current college information.

Faculty and Staff – Every employee (faculty and staff) has a mycampusid@yccd.edu email. Email has been adopted as the primary mechanism for sending formal communications to faculty and staff at YCCD. Employees, therefore, must check email regularly in order to stay abreast of important messages and notifications. Failure to read formal College/District communications sent to faculty and staff yccd.edu email addresses does not absolve employees from knowing and complying with the content of official communications. Employees are encouraged to use their yccd.edu account in order to benefit from all of the features available from Office 365 such as Office Light and OneDrive storage. They also have the option of forwarding their yccd.edu email address to an email address of their choice. The important thing is to ensure the receipt of current district and/or college information.

Mailing Lists (Listserves) for Two-Way Communication – Faculty and staff have been provided the ability to generate their own email to individuals and to create groups for two-way communications between their constituencies. Our email system has the ability for individuals to create their own groups and allows for faculty and staff to opt-in or opt-out of these communication groups. A series of email lists (see below) will be initially populated and then updated monthly in an automated manner to provide a means of two-way communication.

District Offices

- All

Clear Lake Campus

- All
- All Staff
- All Faculty
-

Woodland Community College

- All
- All Staff
- All Faculty

Yuba College

- All
- All Staff
- All Faculty

BoardDocs – YCCD uses BoardDocs to provide a public eGovernance site containing our Board meeting agendas and minutes, calendar, board policies and administrative procedures, strategic goals and more. See <http://www.boarddocs.com/ca/yccd/board.nsf/public>.

Websites – YCCD has established a website presence for each of our colleges as well as the district offices. These websites offer a variety of information for both our students and staff, and the general public.

Yuba Community College District – <http://www.yccd.edu>

Woodland Community College – <http://www.wcc.yccd.edu>

Yuba College – <http://yc.yccd.edu>

Minutes/Agendas – YCCD committees store agendas and minutes on the public website to provide access to all interested parties.

Calendar – calendars can be found on all primary website pages as well as located within MyCampus.

Newsletter(s) – newsletters can be found on the District site under “About the District.”

MyCampus Portal – The MyCampus web portal is YCCD’s intranet communication resource. MyCampus provides 24/7 access to information and web-based services, from announcements and class/team/committee sites to self-service tools. Upon logging into the portal, as a student, faculty member or staff/administrator. In addition, you will see your constituent group as a student, faculty member or staff/administrator. In addition, you will see your personalized information from WebAdvisor; you will also have access to other services including email, our learning management system, file storage, and others. Please contact the help desk at helpdesk@yccd.edu for more information.

Discussion Boards – MyCampus provides the ability to hold discussions; both threaded where you can view all of the replies to a discussion, and flat which are a statement. Discussion boards are available to every committee and section.

For Committee use all topics should have an initial Board created with a title containing the topic of reference, a brief description of the end goal of the discussion, and the date the discussion will end.

Announcements – Administrative and Campus Announcements is a tool within the portal aimed at improving communications. MyCampus allows faculty and staff to target communications to a specific audience on campus. MyCampus also provides the ability to send targeted messages to a specific group of people on campus. In order for Announcements to work effectively, training on the use of Announcements is required. See our online learning solution for more information: <https://Learn.yccd.edu>.

Announcements are located on the “Home” tab and are viewable to all portal users upon login. Examples of Campus Announcements:

- Upcoming College or District events and activities;
- Class cancellations sent by an authorized individual within the college;
- Changes to College or District policies and procedures; and
- Upcoming professional development and training announcements.

Notifications

Administrative Announcements – In addition to Campus Announcements, MyCampus allows for Administrative Announcements. Administrative Announcements are messages sent to either the entire portal community or the appropriate constituent group. Examples of Administrative Announcements are:

- An emergency or crisis situation, i.e. closings and delays associated with hazardous weather conditions, fires, power outages, etc.;
- Occurrences that threaten public health and safety, i.e. bomb threats, dangerous material spills, gas leaks, etc.;
- Planned or sudden disruptions of College/District services; and
- Other items of an administrative nature that affect the campus community or targeted audience.

Regroup – YCCD has chosen Regroup to provide the services need for emergency notifications, which can send out messages via: email, text, voice, website, RSS, mobile devices, and social media. Email is the default method of notification, but a user can, and

is encouraged to, change the settings to meet their preferences. This services is for both staff and students.

Program-based Email (One-Way Messages) – Formal one-way emails are to be used only when the College/District needs to have a record that the recipient was sent the information. Examples of formal information include emergency response announcements, important deadlines, and time sensitive policy changes. If an email is necessary, it should be targeted to a specific group. These groups are faculty, employees (faculty and staff), and students. For posting announcements MyCampus portal is the appropriate tool. Program-based email is drawn from Colleague at the time it is sent, and therefore, is not a frequent means of communication. Access for sending official emails is limited to the YCCD Executives (Chancellor, Vice Chancellor, and College Presidents) and/or their designee. Program/one-way communication emails are limited to the following groups:

- All Yuba College, to include Sutter County Center and Beale AFB educational site;
- All Yuba College Faculty, to include all full-time and part-time faculty;
- All Woodland Community College, to include Colusa educational Outreach Facility;
- All Woodland Community College Faculty, to include all full-time and part-time faculty;
- All Clear Lake Campus; and
- All Clear Lake Campus Faculty, to include all full-time and part-time faculty.

Responsible Use of Electronic Communications

This guide applies to all students, faculty, and staff of the Yuba Community College District. These users are responsible for reading, understanding and complying with this guide.

All use of email and the portal will be consistent with local, state, and federal law. All use of email and the portal will also be consistent with other YCCD policies and procedures including BP/AP 3720 Computer and Network Usage and AP 3721 Electronic Tools for Communication (refer to online policies and procedures).

Keep in mind that YCCD is responsible for these electronic tools and the storing of college/district equipment. Authorized staff has the right to access any material in your email or on your computer at any time. Please do not consider your electronic communication, storage, or access to be private if it is created or stored at work.

o365 - Email Etiquette

Email Etiquette

Email is central to our work at the Yuba Community College District; it has been adopted as the primary tool for communication among students, faculty, and staff. Though there are many subtleties around email use, email etiquette can be summarized fairly simply: Be professional, and be considerate.

District policies regarding the use of computers, including email, can be found in **Board Policy 3720** (<http://www.boarddocs.com/ca/yccd/Board.nsf/goto?open&id=8VX4HL0BA7CD>) and **Administrative Procedure 3721** (<http://www.boarddocs.com/ca/yccd/Board.nsf/goto?open&id=8VXR2R6BE9BD>).

Email

- Use an informative subject header that explains the content of your message. Emails are less likely to be overlooked when they have a clear header.
- Consider the sensitivity of the content in your email. In many instances, a phone call or a face-to-face discussion is the better option.
- Remember that it can be difficult to recognize tone and context in email. Re-read your message before you send it to ensure it is clear and cannot be misconstrued.
- Only cc: people into an email when necessary.
- Consider using the “blind carbon copy” (‘Bcc:’) when sending an email to a large group of people. This prevents disclosing all email addresses on the list to all recipients of the email.
- Don’t use “Reply to All” unless everyone listed needs to see your reply.
- When forwarding an email, provide context for your recipient(s).
- Beware of attachments; they are a common vector for computer viruses, so you should open them only if you’re expecting them. Similarly, make sure that any attachment you send is expected, so that your recipient doesn’t simply delete it.
- Be concise—detailed enough to provide context for understanding, but clear and to the point.
- Avoid backgrounds or other visual enhancements. These greatly increase the size of messages, which can make a message display incorrectly or be unreadable for people who have a visual impairment.
- Don’t attach large files to emails if you can link to a shared network space or a website instead. Click here to see how use **OneDrive for Business** (https://yccd.instructure.com/courses/5683/pages/o365-onedrive-for-business?module_item_id=20383), a free application that is part of our Office 365 solution.

- Do not forward chain emails, scams, or hoaxes. Check out this guide to [learn about junk email and phishing \(https://yccd.instructure.com/courses/5683/pages/o365-learn-about-junk-email-and-phishing\)](https://yccd.instructure.com/courses/5683/pages/o365-learn-about-junk-email-and-phishing).
- If you are away from the office and not picking up emails, you should set an out of office reply. This should give an alternative contact for any urgent queries. (Note: Using the timed out of office option turns this reply off automatically when you return to the office.)

Email Listservs/Discussion Groups

- Select the list that most precisely reaches your audience. For example, events at one college are often not relevant to the other college.
- When replying, double-check the “To:” area of your email. It can be embarrassing to write a reply intended for the poster alone, only to have it sent to the entire list. Note: If you want to be extra-careful, start a new email and type the single recipient's address.
- Remember that district or college lists are intended for work-related communication. Please don't spam—and note that this includes “worthy causes” such as Girl Scout cookies or donations to outside causes.
- Do not engage in personal attacks. Communication sometimes includes criticism, and an organization can be strengthened by frank disagreement. However, be professional, and be considerate. If you feel passionately about something, consider waiting before replying or, if possible, speaking to the person face to face.

Legal and Professional Considerations

- Like all other written communication, email is subject to laws regarding defamation, copyright, plagiarism, obscenity, misrepresentation, freedom of information, data protection, discrimination, and harassment.
- Don't write anything in an email that you wouldn't want to see printed or published, for both legal and professional reasons:
- Emails are covered by the Freedom of Information Act and Data Protection Act, and therefore they will be disclosed in response to requests for information made under these laws. Further, it is a criminal offence to alter, delete or destroy any information that has been requested by someone in an attempt to prevent access to it.
- Beyond email's general lack of security and confidentiality, your recipient can accidentally forward your message, leave his/her email account open on a computer, or print and forget that they printed a copy of your email.
- Remember that the District owns both the equipment (e.g., school computers and the network), as well as the @yccd.edu address. This District may, at any time, review your YCCD email content, as well as content on the computers in your office.
- Email sent from your District account is similar to a letter on official District letterhead. Do not write anything which might imply a legal obligation (unless you are authorized to do so).

- Never send sensitive or private information, including credit card or other account information. In particular, never reply to emails asking you to provide your account's login and password details. The IT Department will never ask you for this information, and any message that requests this is a scam.

This document was compiled from the Purdue Online Writing Lab's "[Email Etiquette \(https://owl.english.purdue.edu/owl/resource/636/1/\)](https://owl.english.purdue.edu/owl/resource/636/1/)" and Newcastle University's "[Email Etiquette \(http://www.ncl.ac.uk/itservice/email/general/emailetiquette/\)](http://www.ncl.ac.uk/itservice/email/general/emailetiquette/)."



Book	Administrative Procedures
Section	Chapter 3: General Institution
Title	Electronic Tools for Communication
Number	AP 3721
Status	Active
Adopted	August 29, 2011
Last Revised	November 1, 2016

The Yuba Community College District (YCCD) has invested in its technology infrastructure to enhance teaching and learning and to enable efficient business practices. All YCCD students, faculty and staff have access to MyCampus portal for current news, events, discussion boards and messages as well as individual-based email. Stand-alone emergency communication tools exist as well. In addition, YCCD has external communications tools via the District's and Colleges' websites and social media pages with Facebook and Twitter. YCCD is committed to the use of college-wide electronic communication to enhance interpersonal communications, improve information exchange, and to reduce the use of paper and printed materials.

Email has been adopted as the primary mechanism for sending formal communications to students, faculty, and staff. Failure to read formal College/District communications sent to your College/District provided email address does not absolve individuals from knowing and complying with the content of official communications.

To view updated information on the various modes of electronic communications at YCCD see the "Communications Guide" posted on <http://www.yccd.edu>.

Revised: November 1, 2016

Adopted: 8/29/2011

YCCD Communication Guide - Update 4-29-2015.pdf (177 KB)

How to forward your Yuba College email to your personal email

Don't miss important communications from Yuba College. Set up your campus email to forward to your personal email account by following these steps.

1. Set up and log in to your campus account

If you've never used your campus account before, go to yc.yccd.edu/student/email.aspx and follow the instructions there to set it up. Then go to www.outlook.com/yccd.edu. You should see a screen that looks like this:

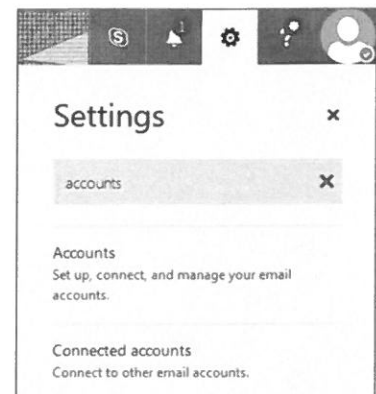


Type your campus email address and password into the fields. Your campus email address is the first letter of your last name, followed by your student ID number, followed by @go.yccd.edu. For example, if your name is Luke Skywalker, and your Yuba College ID number is 1234567, then your campus email address is S1234567@go.yccd.edu. Your password is the one you set up earlier; it's the same as your Webadvisor password. If you have any problems with this step, there is support information at yc.yccd.edu/student/email.aspx.

2. Go to the Options screen

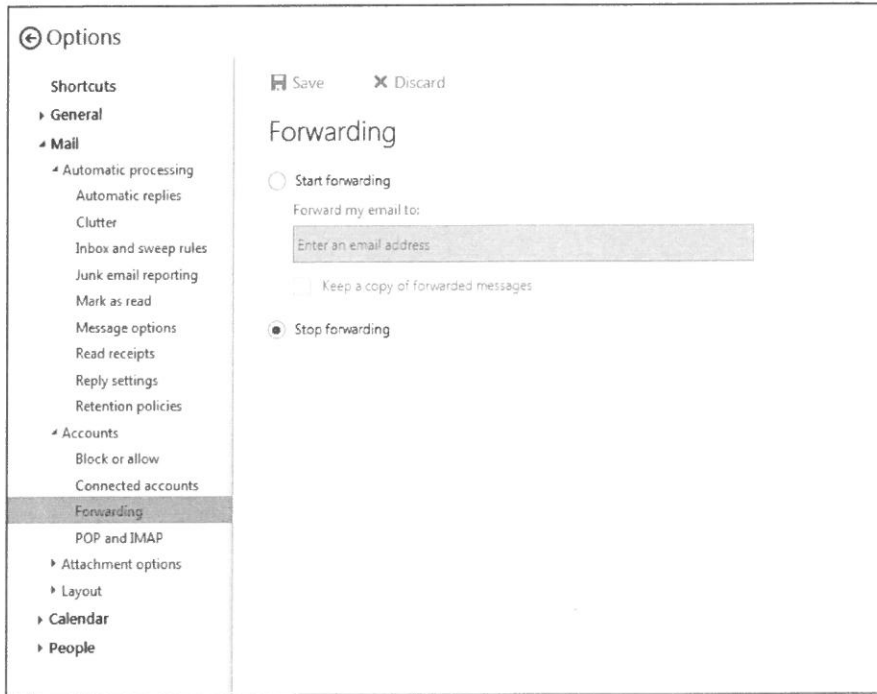
Once you've logged in, you'll see your inbox. At the top right corner you should see a gear-shaped icon. Click on it and in the search box type `accounts`.

Then click on the option for Accounts. This will bring you to the Accounts options screen.



3. Set up a forwarding address

From the options screen, click the option for Forwarding in the left-hand menu list.



Click “Start Forwarding” and enter the personal email address where you would like to receive college email.

Note: If you check “Keep a copy of forwarded messages,” then mail sent to your campus account is sent to your forwarding address, but is also saved in your campus account. If you uncheck the box, all your forwarded emails are deleted from your campus account after being forwarded. It is recommended that you keep copies of forwarded messages as backups. Your campus account comes with around 50 gigabytes of storage, and it takes about 100,000 emails to fill that much space, so you aren't going to run out of space any time soon.

Click “Save”. Now all the email sent to your campus account will automatically go to your personal email account.

Adapted from <http://tsleyson.github.io/WLDC-email-forward/Tutorial.xhtml> by SCC Library and WLDC.



This Yuba College Writing & Language Development Center Tip Sheet is made available under a Creative Commons Attribution-NonCommercial 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/4.0>



Advertising/Marketing 101

TERESA ARONSON

JANUARY 18, 2017

Your event date is set, now what?

- ▶ Planning:
 - ▶ How can you stay on task?
 - ▶ A checklist!
 - ▶ Poster Development
 - ▶ What makes a good design?
 - ▶ Advertising
 - ▶ Where to advertise?
 - ▶ Internal advertising
 - ▶ External advertising
 - ▶ Announcement Submission Form
 - ▶ Portal and Web Calendar training
- ▶ Most important advice?

Event Checklist

- ▶ An event checklist with time lines keeps you on task and on schedule.

Event Checklist and Time line

Three months before your event:

Person Responsible	Due Date	Completed
Establish planning group and appoint chair		
Hold planning meeting (event goals and details)		
Establish responsibilities		
Determine financing and budget sources		
Reserve date on key attendees' calendars (President/Chairman/Officer)		
Determine availability of room and receive venue (Social, Classroom, Terrace, Theatre or Zellerbach Cafeteria)		
Confirm speaker and speaker needs		
Book hotel rooms for out of town speaker, VIP guests		
Determine guest list, request alumni (data)		
Sign contract and mail deposits		

Two months before your event:

Person Responsible	Due Date	Completed
Complete citations, contracts, orders, handouts and related materials (i.e. mail, etc.)		
Determine signage requirements (posters and tables)		
Determine correct registration procedures, including tickets		
Book event with caterer and establish preliminary menu		
Check with vendors for equipment (for tent, stage, podium, chairs, tables, A/V equipment (sound, lighting, projector, computer, etc.), flowers, plants, other decorations)		

Six weeks before your event:

Person Responsible	Due Date	Completed
Fill out and send Facilities Application Form to officially reserve room, check with Facilities Department for availability of room and other specific details for Maintenance, Media and Theatre Technician (if applicable)		
Fill out and send Suspension of Permit Enforcement Form (if applicable)		
Add your event to the Web Calendar and Portal		
Make hotel is being served, request necessary approvals on A/V permits.		
Arrange for photographer		
Print and send invitation		

Four weeks before your event:

Person Responsible	Due Date	Completed
Approve final program (if applicable)		
Work with Public Events on advertising (including sending air-announced submission form and electronic files)		
Draft script or talking points for speakers		

Four weeks before your event (continued):

Person Responsible	Due Date	Completed
Meet with vendors on site, follow up on all orders and process final payments.		
Prepare event signage		
Send electronic invitations		
Complete site preparation (special cleaning, equipment and trash removal) (Contact Facilities Operations for assistance)		

Two weeks before your event:

Person Responsible	Due Date	Completed
Submit Assessment Submission Form to Public Events		
Review staffing assignments for day of event		
Meet on site with operational staff (such as transportation officials and labors) to discuss responsibilities		
Meet with caterer on site to discuss setup and final menu		
Send out attendance update to planning team/key players		

One week before your event:

Person Responsible	Due Date	Completed
Send caterer final count		
Print programs, name badges, seating charts, place cards, etc.		
Confirm arrangements with vendors		

24 hours before your event:

Person Responsible	Due Date	Completed
Contact caterer to verify all arrangements		
Confirm security requirements		
Ensure tent, chairs, tables, stage, podium are in place		
Arrange printed material, name tags, etc. on registration table		
Check sound and lighting equipment with vendors		
Ensure space and book-ups are available for media		
Ensure decorations are in place		
Place water at podium		

One-five days after your event:

Person Responsible	Due Date	Completed
Write thank you notes to speakers, volunteers, staff and others as appropriate.		
Complete written evaluation of the event with suggestions for future events.		
Send photos and story to Chronicle for insertion into President's Monthly Report.		

How to create a great poster design for your event!

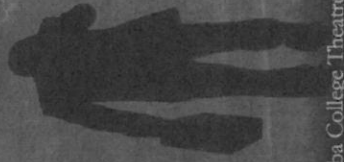
What makes a great poster design?

- Who, what, when, where and why
- Find a focus and make an impact
- Balance the type and images (have enough white space)
- Draw the readers eye to follow to the bottom and read details.
- Let the design sit for a day before publishing- have someone else review
- Be consistent with other graphic elements

Yuba College Public Events presents:

Arthur Miller's DEATH OF A SALESMAN

Directed by Geoffrey Wankler



Yuba College Theatre

March 8-9, March 14-16 & 21-23 at 8 p.m.

March 17 & 24 at 2 p.m. matinee

March 14 & 21, 8 p.m.

March 16 - Special Night of Theatre

7:30 p.m. - Misc. appearances & prizes

8:00 p.m. - Performance (\$12-\$8)

\$8 General or \$6 Student/Senior

Purchase tickets at the

Yuba Sutter Mall, Yuba College

Public Events or at the door.

Call (916) 741-6829 for info.

Advertising: Internally

- ▶ Where can you advertise internally on campus?
 - ▶ All Email
 - ▶ Portal (*training and instructions today*)
 - ▶ Web Calendar (*training and instructions today*)
 - ▶ Homepage News Stories
 - ▶ Closed Caption TVs (*library, cafeteria and by admissions*)
 - ▶ COMING SOON: Electronic Marquees (*Yuba College-west parking lot, Yuba Sutter Arts and Sutter County Campus*)

Initial Distribution Lists:

This action project has several phases. During the first phase, we targeted seven "dynamic distribution groups":

1. All Yuba College, yc_all@yccd.edu, to include Sutter County Center and Beale AFB educational site;
2. All Yuba College Faculty, yc_faculty@yccd.edu, to include all full-time and part-time faculty;
3. All Woodland Community College, wcc_all@yccd.edu, to include Colusa Educational Outreach Facility;
4. All Woodland Community College Faculty, wcc_faculty@yccd.edu, to include all full-time and part-time faculty;
5. All Clear Lake Campus, clc_all@yccd.edu;
6. All Clear Lake Campus Faculty, clc_faculty@yccd.edu, to include all full-time and part-time faculty; and
7. District Services Personnel, district_all@yccd.edu

Advertising: Externally

- ▶ Free advertising options off campus?
- ▶ Websites: Chamber of Commerce, Appeal Democrat and Arts Related Events on Yuba Sutter Arts
- ▶ Press Release (who, what, when, where and why)
- ▶ Paid advertising options off campus?
- ▶ Display Ads
- ▶ Appeal Democrat
- ▶ Prospect Magazine
- ▶ Me and Mine Magazine



Contact:
Teresa Aronson
Yuba College Public Events
2088 North Beale Road
Marysville, CA 95901

(530) 741-6829

News Release For Immediate Release August 24, 2016

Ben Ahn, Ukulele Virtuoso, performs at Yuba College!
Yuba College will present Ben Ahn on Saturday, September 24, 2016, 7:30 p.m., at the Yuba College Theatre, 2088 North Beale Road, Marysville, CA.

Fans have described Ahn's style as a mix between diverse vocals and "ukulele virtuosity." He plays just about every type of music out there, and he doesn't hesitate to mix in a few stories between songs.

Born and raised on the island of Kauai, Ben studied the piano, trumpet, and bassline before falling in love with the four-stringed "ukulele." In 1999, he began his studies at Southern Oregon University where he would graduate with a MA in Teaching, a BA in English Writing, and a minor in Human Communication. During that time, he also recorded two independent albums with his band Melemahe.

Since college, Ben has been invited to play and teach all around the world, including a 2012 World Musician selection by the American School in Paris. He has also recorded the score of a few films, including his own. He has also performed in one's that both new and returning fans love. In 2013, he made San Francisco, California his new home, but he will always remain connected to the island of Kauai, where his musical journey began.

"We haven't Ben perform at Base's in Santa Cruz and were blown away by his musicianship, humor, and Aloha spirit—come again, Ben!"

"Mahalo nui to Ben for the wonderful performance in San Francisco! He engaged the crowd, playing a wide variety of music and performed a wonderful show. Great energy, great talent and outstanding showmanship. We are sad that we only got to look him for one show."

Pre-performance music in the lobby will begin at 6:30 p.m. and the doors to the auditorium will open for seating at 7 p.m. Ticket prices are as follows: \$25 General or \$20 Student/Senior. Tickets can be purchased online at: yccollege.com (use coupon code YR16) or in person at Yuba College Public Events or the New Earth Market in Yuba City or at the door. Call (530) 741-6809 for more information.

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About Yuba College:

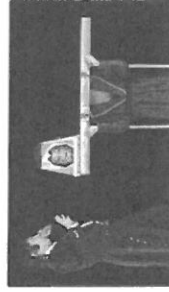
Yuba College is a public college located on North Beale Rd., Marysville, CA. Ben has been residing in the area since he was a child. The Yuba-Sutter area for over 87 years, the MO area campus opened its doors in 1962 and offer education in over 90 disciplines that prepare students for a certificate, associate's degree, or transfer to a four-year college. Yuba College has a rich history of community service, including the Yuba County Center and Home Aid Food Bank, and is part of a two college district which covers 4,192 square miles and is one of the largest Northern California counties. For more information about Yuba College, please visit the website at www.ycc.edu.

Web Calendar Training

Demonstrated
by:
Chue Xiong

Secure <https://yc.yccta.edu>

News



The Impossible Illusion Show
Saturday, February 4 at 2 p.m. and 7 p.m.



Breathe Easy
Beginning
January 2017,
Yuba College
becomes a smoke/
tobacco-free campus.

For the health of our community
Tobacco, Nicotine, Smoke & Vape Free



Get Connected!
Download the FREE YC App Now!



**Order online here
for Official Yuba College
Transcripts**

Cheering you on!
Best wishes for all your endeavors



Events

12-Jan: Adverse Effects of Trauma on Children and Youth

Time: 1:00 PM-5:00 PM
The Sutter Health Children's Bereavement will hold an event on the Adverse Effects of Trauma on Children and Youth on January 12, 2017 from 1PM.

12-Jan: Men's Basketball vs. Napa Valley College

Time: 6:00 PM-8:00 PM
Admission Prices: \$9 Premium Seats (Mid-Court Chairback Seats), \$6 General, \$3 Kids and Seniors, \$50 Premium Seats Season Pass, and \$40 General Season Pass

14-Jan: Women's Basketball @ Merritt College

Time: 1:00 PM-3:00 PM
Women's Basketball travels to Merritt College, in Oakland, CA

14-Jan: Men's Basketball @ Merritt College

Time: 3:00 PM-5:00 PM
Men's Basketball travels to Merritt College, in Oakland, CA

16-Jan: Academic and Administrative Holiday - Martin Luther King Day

Time: All Day-
Academic and Administrative Holiday - Martin Luther King Day.

17-Jan: Professional Development Days - No Classes

Time: All Day-

Portal Training

Demonstrated by:
Chue Xiong

Campus Events

Adverse Effects of Trauma on Children and Youth
11/27/2017 1:00 PM

The Sutter Health Children's Resiliency Center will host an event on the Adverse Effects of Trauma on Children and Youth on January 12, 2017 from 1PM - 5:00PM.

For more information please contact: Ada Donato, Terry, Children's Resiliency Center at 5307 4th Street or 530.746.5122 or aryt@childrensutterhealth.org.

The event is FREE to the public.

Spring Play Auditions
12/4/2017 7:00 PM

Girls & Boys' choruses have auditions for the Yuba College Fall Play. Scripts will be available at the Yuba Sater and Yuba College Libraries beginning in early August. For more information, call 741.8120.

Nelson Illusions: Dreams of the Impossible Tour
2/4/2017 2:30 PM

NELSON ILLUSIONS is the largest touring illusion show in the United States, featuring over 20,000 pounds of equipment, and is 3 times larger than any other touring illusion show. The show features 4 Master Magicians, each with an act that is a mind-blowing, jaw-dropping magic. The show features 4 Master Magicians, each with an act that is a mind-blowing, jaw-dropping magic. The show features 4 Master Magicians, each with an act that is a mind-blowing, jaw-dropping magic.

Yuba College Theatre
Tickets: \$25 General - \$90 Senior - \$10 Student - \$45 Family of 4

Buy tickets here: <http://bit.ly/1f50tsh> (<http://www.yuba.edu/college-theatre>)

Nelson Illusions: Dreams of the Impossible Tour
2/4/2017 7:00 PM

NELSON ILLUSIONS is the largest touring illusion show in the United States, featuring over 20,000 pounds of equipment, and is 3 times larger than any other touring illusion show. The show features 4 Master Magicians, each with an act that is a mind-blowing, jaw-dropping magic. The show features 4 Master Magicians, each with an act that is a mind-blowing, jaw-dropping magic.

The 2017 calendar of Board of Trustees Meetings is posted

Academic Calendars for 2017-18 and 2018-19
12/29/2016 4:31 PM
by Renee Hamilton

Attached are the Board approved Academic Calendars for 2017-18 and 2018-19.

2016-17 Budget Handbook
12/29/2016 2:11 PM
by Miriam Root

The 2016-17 Budget Handbook has been posted to the District website

by Anabel Toche

EOPS is currently reviewing Spring 2017 applications and right now is the time to apply to reap from all the benefits we provide. Apply today!

What is EOPS?

Extended Opportunity Programs & Services (EOPS) is a program that provides eligible students a network of direct support services. EOPS focuses on assisting students who are low income and are educationally disadvantaged and makes available to all qualified students the following services:

- Academic and Career Counseling
- Transfer Assistance
- Priority Registration
- Graduation Assistance
- Financial Aid/EOPS Grants*
- Textbooks
- Tutoring Services
- Emergency Bus Passes*

***May be required to meet additional criteria; subject to funding**

Coming Together
11/29/2016 1:31 PM
by Kristina Page

Workshops are being planned for the upcoming weeks. To facilitate post-education dialogue we will post the dates and times on the web site as soon as they are finalized.

- **Workshop #1: Coping with Stress and Anxiety**
November 30 from 3:00 p.m. in Room 1016
- **Workshop #2: Managing Conflict in the Classroom**
December 6 from 12:00 p.m. in Room 800
- **Workshop #3: Safe Space Training (January)**
December 6 from 12:00 p.m. in Room 846

Details here: [Stress workshops.pdf](#)

Add announcements to web's portal Add announcements to the site only

The Most Important Advice ...

After Action Comments/Recommendations - Yuba College Commencement 2015 -

Overall:

- More volunteers for next year and plan earlier (both in duties and task delegation). (Teresa)
- Next year: 4 ASYC members handling out programs; Erick walking to field directions to grads, Joe giving assisting with line-up of platform party; Tom, Christina, Joe and Teresa assisted with grads on the field; 2 people at the end, check in table and an additional two people who float through the grad line ensure grads have 395 card and completed the survey. Have a volunteer to help the faculty.

List of Graduates:

- Received list of grads too late from A and R (on May 1). Tried to alleviate the foot traffic in my office by adding all specifics of graduation on the website. Although there was still lots of traffic, the "grad tab" was a success. (Teresa)

Letter to Students:

- Let student know it will be cold/windy during ceremony. (Teresa)

Electronic RSVP / Electronic Surveys:

- Adding the phonetic spelling addition to the RSVP grad list worked well (list periodically sent to Dr. O.) Teresa

Student Speaker:

- Worked very well involving Suzanne who worked with the students/speeches! (Teresa)

Breakfast:

- No key note speaker--only use Student Speaker (Teresa)
- Adding two more lines to the food buffet, four lines total for food distribution (it took over 30 minutes) (Teresa)
- Do not place Trustee Pasquale at head table in the future (Teresa)
- Give out all awards at Breakfast (1:25 and higher to include 4.0 and medal winner)
- Continue with breakfast or try a lunch/dinner? If we have breakfast, only have meals from 11 am - 3 pm that day. If it's a lunch or dinner, end finals at 1:00. (Erick)
- A lunch/dinner option, let's open the locker rooms for students to get ready in. (Teresa)

Rehearsal versus No Rehearsal?

- Bring back the practice. Not being able to see the name-cards and work out my own phonetics was a bit of an issue (Dr. Orton)
- I think we did just fine not having rehearsal. Whatever glitches we did have would not have been avoided with a rehearsal of the Orton would like to have rehearsal to have a crack at names. I would suggest to him take advantage of the opportunity to walk through the lines of graduates before the proceed out from behind the instructors (Erick).
- If we continue with no rehearsal, we need to have a run-through of key players including MC, student speaker, student trustee and the MC.
- For the speakers, they must have a lesson on how to use a microphone (they were looking at the students and not speaking into the microphone) Turning up volume on the microphone would just add more feedback.
- Not having rehearsal made Metcia's job of setting up much more double. Because of no practice, they were able to attend and monitor the microphone at breakfast. (Jeff Richard)

Set-up:

- Add another monitor to the stage area to help improve the delay in the speakers voices, plus faculty could not hear the speakers. This will also help with less feedback. (Jeff Richard)
- Use chairs from Party Plaza for one stop shopping (with tent and chair rental)

- ▶ You are responsible for your event so follow-up with Maintenance, caterer, facility and other vendors to ensure everyone is on the same page two days prior to your event.
- ▶ After the event, take a few minutes to write lessons learned. It will be helpful when you plan your next activity!

Yuba College

Announcement - Submission Form

Submission Policy

- Please allow 10 days for your post to appear after it has been received by the Public Events Office.
- Late requests may be considered but are not guaranteed. However, no program, event, or activity message request will be accepted within 2 working days.
- Business days are limited to Monday – Friday, 8 a.m. – 5 p.m.
- Yuba College is closed on all major holidays. Posts will not be made during Yuba College holidays, weekends or normal Yuba College closure dates. For a list of Yuba College closure dates please visit yc.yccd.edu.

Content Guidelines

- Text will be added exactly as listed in the message content box. Public Events will not edit text.
- Message content must be free of political messages, illegal activities, vulgar, profane, or offensive language, alcohol, or tobacco use.
- Public Events is unable to post club events at this time.

Signature _____

Date _____

Requests may be sent to cgillmin@yccd.edu or taronson@yccd.edu.
Separate *Announcement Submission Forms* must be submitted for each digital sign request.

Yuba College Public Events Use Only:

Date Received:

Approved:

Needs revisions:

Posted By:

Post removal date:

Please fill in with your information

Date of Submission: _____

Department: _____

Contact: _____

Phone Number: _____

E-mail: _____

Title of Event: _____

2-Week Posting Maximum for digital sign

Start Date: _____ End Date: _____

Posting Locations:

- News Item (yc.yccd.edu)
- Campus TV's (A 1920x1080 horizontal graphic must be attached)
- Facebook
- Twitter (140 character limit)

- Yuba College App (512 Character limit)

- Press Release (time and information permitting)

Who:

What:

When:

Where:

Why:

- Digital Sign (4 Lines 12 characters each)