

RAISING OUR STANDARDS

Communications & Branding Guidelines

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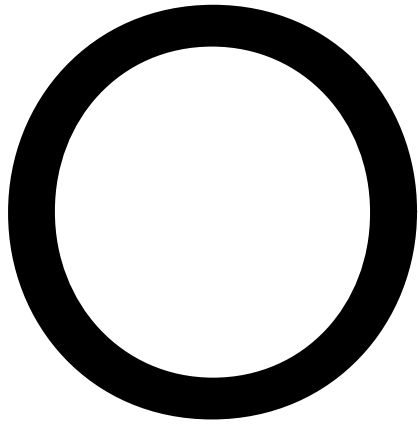
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CC's Marketing and
Public Relations
Department

Communications Standards
and Guidelines for publications,
social and digital media, Web
pages and video help ensure
that material produced by
the College are consistently
branded, written and produced.

WHAT WE OFFER

The Orange Coast College Office of Marketing and Public Relations is dedicated to communicating information about the College to both internal and external audiences. The department uses a range of media, community relations, graphic design, and new media tactics to communicate with a variety of audiences. The Public Relations staff is here to help let others know about the exceptional work being done at OCC.

ADVERTISING AND MARKETING

The marketing team provides strategic and tactical advertising and marketing services, including brand management, positioning and messaging, creative, and market research. The department is also responsible for the development and implementation of OCC's strategic communication plan. The team aids the College in reaching its strategic and operational goals by building awareness, preference and loyalty among its current and prospective stakeholders.

Services include:

Print, Electronic, and Online Media Buys

Direct Mail

Integrated Branding

Marketing Research

Creative and Messaging

PUBLIC AND COMMUNITY RELATIONS

Establishing consistent two-way communication with key constituent organizations is important and the Public Relations team is working to enhance and build relationships OCC has with important communities. The office actively participates with and within the community to maintain and enhance OCC's relationship with the local community.

Services include:

Meetings and Outreach Coordination

Community/Service Group Communication

Special Awards

Letters of Congratulation

Government/Legislative Relations

GRAPHIC AND VISUAL DESIGN

The mission of OCC's Marketing and Public Relations department is to create compelling, informative and professional marketing and publicity materials to promote the College's mission, programs, and resources to the community.

Services include:

Graphic Design and Production

Sports Media Guides

Advertisements

Letterhead

Invitations

Certificates and Resolutions

Guidance on Branding, Messaging, and Graphic Standards

Online View Books and Digital Magazines

Fillable PDF Forms

HTML Invitations

Web Banners

MEDIA RELATIONS

The Marketing and Public Relations Department connects reporters with experts on a range of topics to promote OCC's news and information to various audiences through local, state, national and international media outlets. Reporters contact this office for information relative to topics of expertise, or for experts to interview. The office manages this process, contacts experts to determine the appropriate response and arranges interviews. Staff also provide opportunities to train faculty and staff members to work with the media. Training includes interviewing tips, understanding reporters' needs and what makes a story newsworthy.

Services include:

News Release and PSA Creation and Distribution

Story Idea Pitches to the Media

Interview Coordination

Manage Media Inquiries

Media Training

MULTIMEDIA PRODUCTION

The Public Relations team employs the latest technology to photograph or create video programs to promote and chronicle OCC programs and events. Concept development, location shooting, editing, and post-production services are available through the office. Videos are filmed in a digital format that can be converted for Web use.

Multimedia production services include:

Photography

Video Creation and Editing

Electronic View Book

Email Communication

SOCIAL NETWORKING

Public Relations are at the forefront of exploring and using new ways of communication. Although traditional media remain an important part of communicating key messages, public relations is at the forefront of exploring new ways of communicating with journalists and key publics within a growing social media online network. As more people turn to the Internet to receive news, the need for OCC to be an active player in online communities and networks will grow.

Social media mediums that Public Relations are exploring and participating in include:

Blogs

Social Bookmarking

Search Engine Optimization

Social Networking

Online Video and Photo Sharing

COMMUNICATION CAMPAIGNS AND TARGETED COMMUNICATIONS

The Public Relations area serves as the central “hub” of communication for OCC to both external and internal audiences. The team can create integrated communications plans that layer message points utilizing a variety of mediums. Public Relations can also help reach a specific audience of students, faculty, staff or community.

Services include:

Internal and External Announcements

Signage

Electronic Message Boards

Promotions

WEBSITE CONTENT DEVELOPMENT

The Web communications team develops and maintains the top-tier pages for OCC's Internet presence, and manages key email and Web-based communications activities targeting alumni, friends, prospective students and others.

The Marketing and Public Relations Department also works with departments and programs to establish a professional Internet presence. The department will work with clients and IT to ensure a finished product that will work with your overall strategy and existing publications and promotional materials, as well as the overall OCC branding approach.

Services include:

Web Design, Development, and Implementation

Consultation on Content and Writing

Web Graphics

Web Video and Multimedia

Email Communications and Designs

SAMPLES OF OUR WORK

1.

QCC
magazine
2023 EDITION

Outta This World
Alex Coultrup's Trip to Mars

ORANGE COAST COLLEGE

OCC NEWS

OCC STUDENTS PARTNER WITH LOCAL NONPROFIT TO BUILDING HOMES FOR ARMENIAN EARTHQUAKE VICTIMS

Orange Coast College architecture program partnered with the Armenian Relief and Development Association (ARDA) as well as architecture firm from Orange County, Walter P Moore Engineering, and Pin Frank to provide a solution to the temporary housing crisis in Armenia. Utilizing a recently acquired FrameCut Machine – which forms, punches, labels, and cuts custom steel studs for rapid manufacturing of homes – students enrolled in the College's first-semester Integration course worked to create cost-effective, efficient and dignified housing structures for Armenia.

The idea was abstracted from a research seminar from a traditional community college class, and was built around the FrameCut Machine," says instructor Joseph Savelle. "The students developed the construction details for the home and began construction of the prototype. Eventually, the home will be manufactured and assembled locally in Los Angeles, then shipped in panels to Armenia."

OCC NEWS

OCC STUDENT THEN NGUYEN SELECTED AS JACK KENT COOKE SCHOLARSHIP RECIPIENT

The year's crop of exceptional college students selected as Jack Kent Cooke Scholar includes Orange Coast College transfer student Then Nguyen, who was notified in early May that she had been selected as a recipient of the prestigious Cooke Undergraduate Transfer Scholarship. As QCC acknowledges that the award is primarily for changing, "Without a JKC scholarship, I cannot go to the school of my choice," says Nguyen.

A total of 73 scholarship recipients were chosen by the Jack Kent Cooke Foundation from more than 1,000 applicants representing 275 community colleges across the United States. The highly competitive national transfer scholarship provides selected students with up to \$40,000 a year to complete their bachelor's degree, as well as additional funds for graduate school. Scholarships

JACK KENT COOKE
FOUNDATION
COLLEGE SCHOLARSHIP

2.

ORANGE COAST COLLEGE

IT'S COOLER AT THE Coast

HERE ARE JUST A FEW REASONS WHY:

- EARN A CERTIFICATE IN AS LITTLE AS ONE SEMESTER
- CHOOSE FROM OVER 100 CAREER PROGRAMS AVAILABLE
- GAIN NEW SKILLS IN HIGH WAGE AND IN DEMAND CAREERS
- FINANCIAL AND ENROLLMENT ASSISTANCE
- DEDICATED SUPPORT FOR ADULTS

Apply now!
WWW.ORANGECOASTCOLLEGE.EDU

ORANGE COAST COLLEGE

3.

Orange Coast College DENNIS KELLY AQUARIUM

If you've been searching for an aquarist with the OCC Aquarist class for a year, they have an existing organization in growing and rearing green abalone and other species at the Orange County Coast Community College. Students are learning to culture animals which are actually being ordered that have the kind of hands-on experience. Students are actually doing something to change the world.

Henry Coates, President of Oak Rappahannock

If you are interested in learning more about the Dennis Kelly Aquarist class, visit the marine aquarium website, making a donation, or contact us to schedule a tour of the facilities, please contact Robert Ellis at ellisr@occc.edu. You can find additional information on our campus website, www.occc.edu/occamarq, marine_aquarium, or our Facebook page, www.facebook.com/occamarq.

ORANGE COAST COLLEGE DENNIS KELLY AQUARIUM
2701 Lawrence Road
Costa Mesa, CA 92626

Students have gone on to start their own businesses caring for private tanks, focused in research at facilities like Cabrillo Marine Aquarium, and worked aquarists at major aquariums like the Aquarium of the Pacific and the Monterey Bay Aquarium.

ORANGE COAST COLLEGE

4.

NOW

is your chance to join the **DISABLED STUDENTS PROGRAM AND SERVICES** team! Are you looking for work on campus? Do you qualify for Federal Work Study? Are you interested in helping your fellow students? If the answer is YES, we are looking for YOU!

HIRING

APPLY TODAY!

Working by the Special Services building on drive on 6 call at (714) 432-3027. Visit www.occc.edu

ORANGE COAST COLLEGE

KEY

- 1. Magazine
- 2. Handcard
- 3. Tri-fold Brochure
- 4. Flyer

13.

STATE-OF-THE-ART FACILITIES

David A. Grant Coliseum Arena Center is home of Orange Coast College's...
 OCC's 40,000 square foot Fitness Complex includes 3 large multipurpose courts...
 OCC's 40,000 square foot Fitness Complex includes 3 large multipurpose courts...
 OCC's 40,000 square foot Fitness Complex includes 3 large multipurpose courts...

OCC GETS ROWERS TO THE NEXT LEVEL

Every year for more than 40 years, student athletes from Orange Coast College...
 OCC was the Springboard I needed to get to the next level - academically, athletically and professionally. There is no other place like it in the country.

OCC CREW RACING EVENTS

WISCONSIN, CALIFORNIA, ILLINOIS, MICHIGAN, MINNESOTA, NEBRASKA, NORTH CAROLINA, SOUTH CAROLINA, TEXAS, VIRGINIA, WISCONSIN, WYOMING

ORANGE COAST COLLEGE MEN'S CREW

TRADITION

FOR MORE INFORMATION
 cbrown54@occc.edu

14.

Student Success Center

FREE TUTORING for all students at OCC

OFFERED:
 Writing for fish and class
 Writing for Writing of Math
 Writing for study seminar, math, ESL, tips
 Writing for Canvas
 Writing for Writing Center
 Writing for Writing Center

Visit our website today: www.orangecoastcollege.edu/success

BRANIFFUSE: A free online tutoring service available 24/7 and can be accessed from Canvas

Writing & Reading Center: (714) 432-5566

15.

Orange Coast College UPDATE

Women's History Month

Women's History Month

Women's History Month

Women's History Month

Women's History Month

Women's History Month

OCC Celebrates Women's History Month Web Activities and Events

Community College District and its host sister colleges...
 OCC's 2021 Women's History Month Program...
 OCC's 2021 Women's History Month Program...
 OCC's 2021 Women's History Month Program...

2701 Fairview Rd., Costa Mesa, California • (714) 432-5072

16.

GET READY FOR COOKIES AND CONVERSATION 2.0

THE SEQUEL: RETURN OF THE DIALOGUE

COMING TO A ZOOM NEAR YOU

APRIL 16, 2021
 MAY 21, 2021
 JULY 23, 2021
 SEPTEMBER 3, 2021

... ALL SESSIONS ARE FROM 10-11 A.M. ...

ZOOM: <https://occc.zoom.us/j/91612429793?from=addon>

ORANGE COAST COLLEGE PRESENTS A COAST ENTERTAINMENT PRODUCTION
 COOKIES AND CONVERSATION 2.0
 WITH YOU, OCC FACULTY, STAFF, AND ADMINISTRATORS
 WITH YOU, AMERICA'S QUARANTINE RESIDENT

17.

FOUNDATION

KEY

13. Tri-fold Sports Brochure 16. Invitation

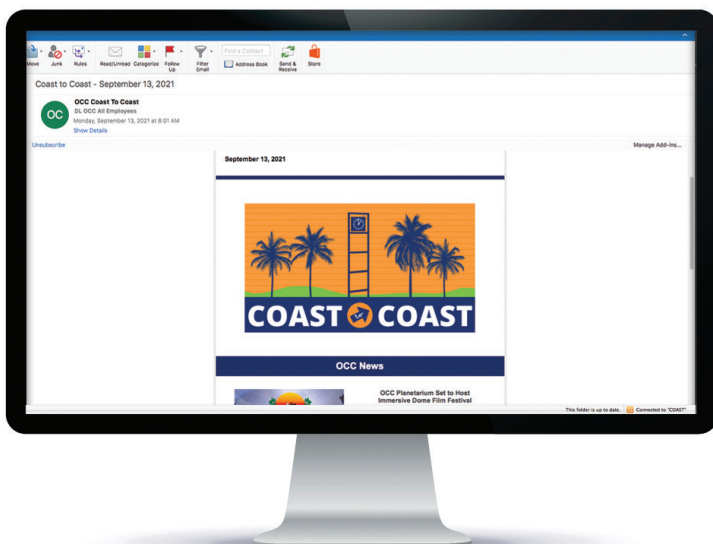
14. Bookmark 17. Signage

15. Newsletter

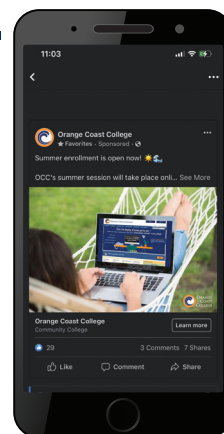
18.



19.



20.



KEY

18. Web Design

20. Digital Advertisement

19. Coast to Coast

21.



22.



23.



KEY

21. Video

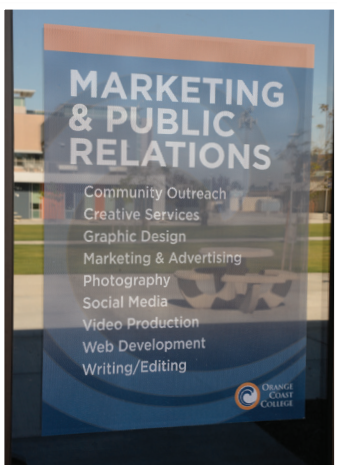
22. Vinyl Wrap

23. Giveaways

24.



25.



KEY

24. Wall Graphics

25. Window Clings

GRAPHIC STANDARDS

OCC communicates a consistent message with the use of its logos, motto (or “tag line”), school colors, design and stylistic elements on all visual media originating from the College.

All external (to the community off campus) promotional and marketing material must adhere to graphic standards.

OUR COLOR PALETTE

Orange Pantone 021

CMYK

C= 0 M= 51 Y= 87 K= 0

RGB

R= 247 G= 146 B= 57

WEB SAFE

R= F9 G= 92 B=39

Blue

Pantone 2768

CMYK

C= 100 M= 78 Y= 0 K= 44

RGB

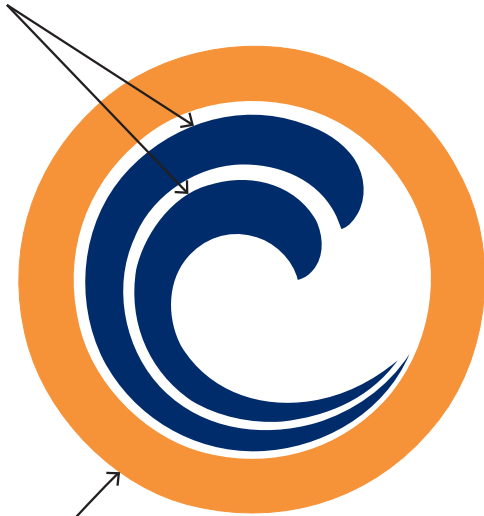
R= 0 G= 45 B= 106

WEB SAFE

R= 00 G= 2D B= 6A

OCC LOGO

Blue = PANTONE 2768

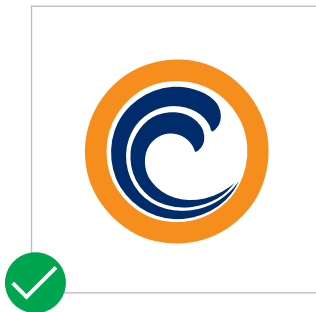


Orange = PANTONE 021

ORANGE
COAST
COLLEGE

Trajan bold = PMS 2768
Small Caps, Flush Right

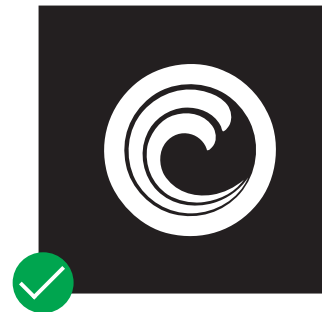
OFFICIAL USES OF OCC LOGO



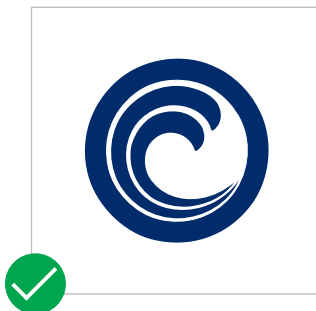
Color logo



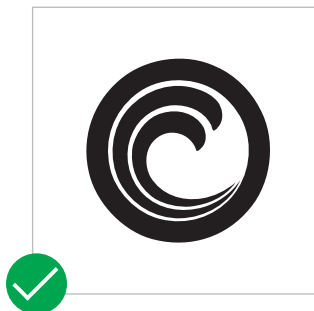
Color logo on dark field



Reversed logo



1 Color logo



Black logo

IMPROPER USES OF OCC LOGO



Changing color order



Changing logo ring



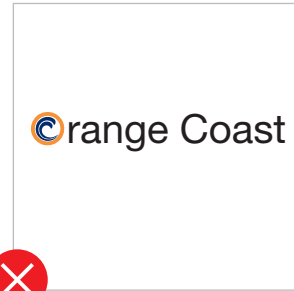
Distorting logo



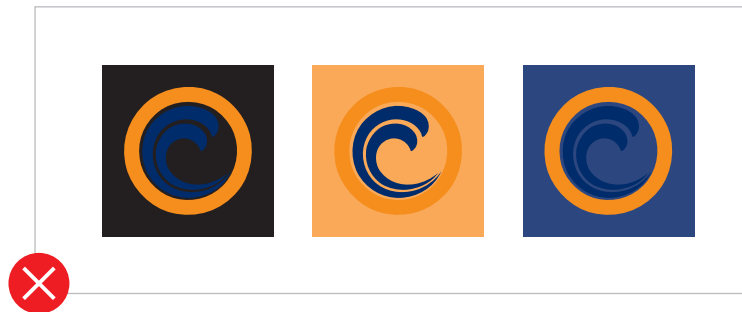
Modifying logo



Adding type or graphics to logo

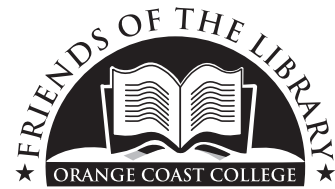


Logo in type or shape



Logo on solid dark without white center

OFFICIAL PROGRAM IDENTITIES



CELEBRATORY EVENT LOGOS

Celebratory logos may be used with express permission of the Marketing and Public Relations department.



OFFICIAL USES OF OCC PIRATE MASCOT AND SPORTS LOGOS



OFFICIAL USES OF OCC SEALS



LOGO PLACEMENT


Official samples of the College logos and seals can be found on the OCC Portal under Marketing and Public Relations. There are both “solid” and “screened” versions of the official logo.

Orange Coast College’s logo and seal are copyrighted graphics and are not to be altered outside of the approved standards.

The proper placement of the OCC logo is the bottom, right corner of printed materials and PDF documents.

The OCC logo may be used in tandem with program and sports logos, or alone.

A program logo cannot take the place of the OCC logo.



**GET INTO
SHAPE**
at Orange Coast College
FITNESS COMPLEX



SIGN UP FOR KINESIOLOGY CLASSES!

- ▶ KIN 107/207-Cardio Activities and Training
- ▶ KIN 108/208-Strength and Conditioning Training

BENEFITS OF THE CLASSES

- + Work out on state-of-the-art cardio and strength training equipment
- + **Free** general fitness evaluations
- + Knowledgeable faculty and staff
- + More affordable and personalized than other fitness centers

Located across from the soccer field.

CERTIFICATE

OCC's official certificate template may be used to recognize campus and community individuals and programs. It may be requested through the OCC Portal by submitting a Publicity & Design Request Form.



LETTERHEAD

The OCC Letterhead is available in both printed and Word template form. Pre-printed hard copies can be ordered through the College's Print Services facility.

Word template versions can be accessed through the OCC Portal under Marketing and Public Relations.



BUSINESS CARDS

The official OCC business card may be ordered through Administrative Services. Cost and quantity may vary. The business card order form is available through the OCC Portal.



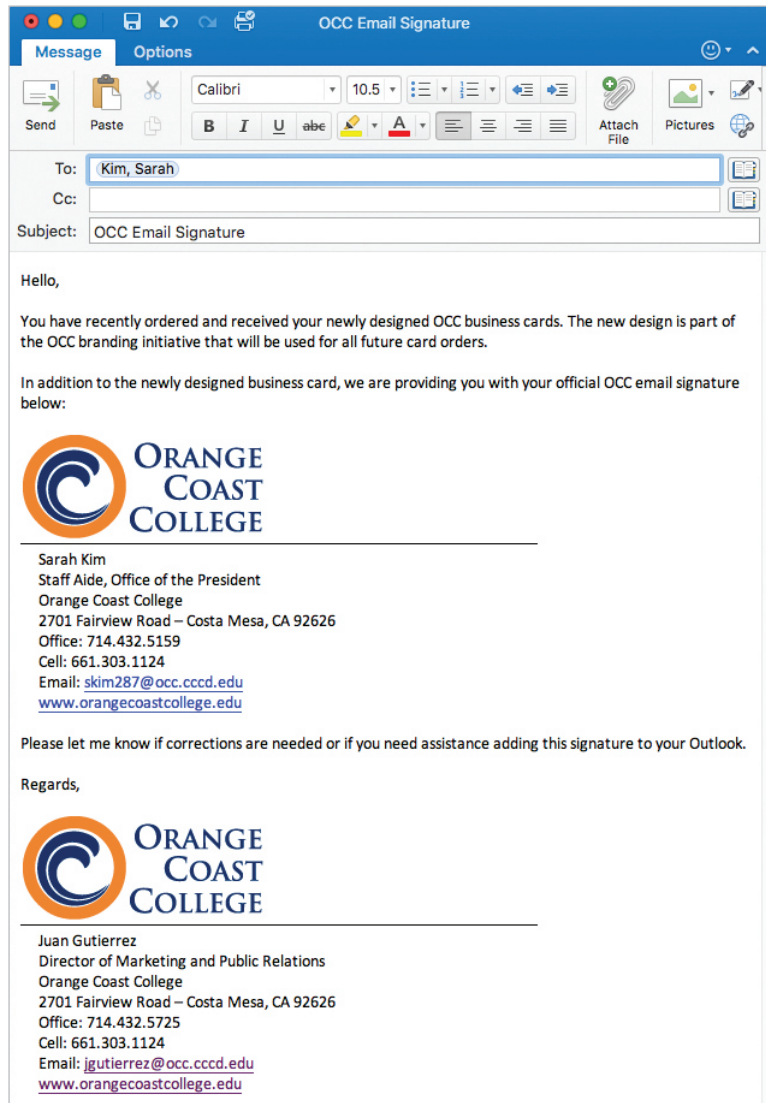
NAME BADGES

The official OCC name badge may be ordered through Administrative Services. Badges are ordered in batch quantities, and cost may vary with number of badges ordered.



EMAIL SIGNATURE

Contact the Department of Marketing and Public Relations to create an email signature.



DIGITAL COMMUNICATIONS

There are a number of methods to convey information to a variety of audiences both on and off campus. It is important to understand the most effective medium to use when disseminating information. The following identifies the digital mediums and provides guidelines for proper use. Internal vs External Communications.

INTERNAL VS EXTERNAL COMMUNICATIONS

In order to transmit relevant and timely information, it is important to choose the best possible communication medium for the targeted audience by distinguishing Internal and External communications.

Internal groups include:

Current students

Current faculty

Current staff



Examples of Internal communications include:

Budget/ledger cutoffs for the year

Last day to withdraw from a class

Reminder to apply for the FAFSA

H1N1 vaccination opportunity on campus

Accreditation updates

Faculty and staff scholarship application opportunities

External groups include:

Potential students -
returning, high school, etc.

Potential donors

Community members

Business owners

Foundation members

Alumni

Legislators

Vendors



Examples of External communications include:

Application procedure

Financial aid process

OCC facts and statistics

College news and events

College resources and programs

FTEs marketing and advertising

OCC Outreach

NOTE: Some messages are applicable to both Internal and External audiences and can be disseminated using a combination of digital mediums.

MyCOAST

MyCoast is intended for an internal audience at the College that includes faculty, staff and/or current students. Announcements can be made on MyCoast dashboard to the intended audience by submitting a “MyCoast Target Announcement” request form in OCC Portal. All requests are subject to approval.

Various messages are appropriate for MyCoast. The frequency and number of messages should be monitored so as to not overload readers.

OCC PORTAL

The OCC Portal is intended for an internal audience at the College that includes faculty and staff. Announcements on the Portal’s main page can be made by submitting an “OCC Announcements” form in OCC Portal. All requests are subject to approval.

OCC Portal announcements are intended to be messages of interest to only faculty and staff. Care should be taken to ensure that information is updated to be relevant and correct.

WRITTEN COMMUNICATIONS

OCC has many stories to share about the accomplishments of its students, faculty and programs, and there are a variety of ways to promote these successes. Our team utilizes several tactics to communicate information about the College to both internal and external audiences, including a weekly internal newsletter, press releases and media alerts that are distributed to local news sources, and Web and print feature stories. The following guidelines will help determine which type of written communication will best serve your needs.

COAST TO COAST

Coast to Coast is published weekly during the fall and spring semesters. Its primary purpose is to inform OCC administration, faculty and staff about events, honors, items of interest, sports recaps and miscellaneous announcements happening on campus.

Deadlines

The deadline for Coast to Coast is the Wednesday afternoon before it is released. Coast to Coast generally goes out via email on Fridays.

Submissions

Faculty and staff can submit story ideas for Coast to Coast in two ways: they can submit a Publicity and Design Request Form, located on the OCC Portal under HotLinks, or they can email the Department of Marketing and Public Relations directly, at either jgutierrez@occ.cccd.edu or arangno@occ.cccd.edu.

Coast to Coast covers events that are sponsored by the school or faculty and staff (i.e. theater performances, health fairs, lectures), as well as honors or announcements pertaining to OCC faculty, staff, administration, and alumni. It sometimes covers events sponsored by student clubs or societies on a case-by-case basis, however the Associated Student Body of Orange Coast College must make the request.

The Department of Marketing and Public Relations requests that story ideas be submitted no later than three weeks prior to an event. This allows the department time to adequately research the event, as well as obtain photos, etc.

The order of stories in Coast to Coast is subjective. Major campus events are generally put near the top, and all other stories are ordered according to date.

The copy in Coast to Coast is edited according to in-house OCC style guidelines, which closely mirror AP Style Guidelines with some exceptions. All stories are fact checked to the best of the Department of Marketing and Public Relations' abilities. If an error is found within a story in Coast to Coast, the department will do everything in its power to amend it. This includes correcting the copy on the school's website, and issuing a correction in a future issue of Coast to Coast.

PRESS RELEASES

Press releases are distributed regularly to all major local print, online and television news sources, as well as industry specific trade publications.

The purpose of press releases is to generate media interest in the school and its faculty, students and staff. The school relies on media publicity for several reasons; publicity can support fundraising efforts for future projects and events, it can increase student enrollment by heightening OCC's brand awareness, and it can serve as a means to preserve the school's reputation as a distinguished institution of higher learning.

The Department of Marketing and Public Relations maintains an extensive list of media contacts, but is always open to suggestions for new publications and media sources.

Deadlines

Faculty and staff can submit requests for press releases in two ways: they can submit a Publicity and Design Request Form, located on the OCC Portal under HotLinks, or they can email the Department of Marketing and Public Relations directly, at either jgutierrez@occ.cccd.edu or arangno@occ.cccd.edu. All related photos should be emailed directly to the department.

Timing for distribution of press releases is subjective. For example, the Department of Marketing and Public Relations takes several factors into account when deciding when and how to send out a press release for events, such as whether or not attendees must pre-register, the cost to attend, the frequency of the event, etc. As a general rule, it's best to submit a request for a press release between four and eight weeks ahead of a scheduled event.

For all other requests, the Department requires no less than three weeks notice in order to adequately research, write and distribute a press release.

Press releases are edited according to AP Style Guidelines with some exceptions. All stories are fact checked to the best of the department's abilities. The department will send a draft of each press release to the primary and secondary contacts referenced in the release for further fact checking at least one day prior to its distribution. Once everyone has signed off, the press release is distributed via email.

MEDIA ALERTS

Media alerts are distributed weekly to all major local print, online and television news sources.

The purpose of media alerts is to notify assignment editors and reporters of a school-sponsored event that they might be interested in covering. The format of a media alert is brief; it is primarily concerned with answering the “who, what, where, when and why” of an event, as well as providing appropriate contact information for follow-up.

The marketing and public relations department maintains an extensive list of media contacts, but is always open to suggestions for new publications and media sources.

Deadlines

Faculty and staff can submit requests for a media alert in two ways: they can submit a Publicity and Design Request Form, located on the OCC Portal under HotLinks, or they can email the marketing and public relations department directly, at either jgutierrez@occ.cccd.edu or arangno@occ.cccd.edu. All related photos should be emailed directly to the department.

The Department of Marketing and Public Relations request no less than two weeks notice in order to adequately research, write and distribute a media alert.

Media alerts are written according to AP Style guidelines with some exceptions. All stories are fact checked to the best of the marketing and public relations department’s abilities.

OCC STYLE GUIDE

The Marketing and Public Relations Department Style Guide is an essential tool for preparing publications and/or any promotional material that contains written copy. It features formatting, spelling, punctuation, capitalization, grammar and language guidelines.

All entries are in alphabetical order. If you can't find an entry on a subject, please consult the Associated Press Stylebook.

academic degrees & certificates

The preferred form is to avoid abbreviations. For example, use doctorate instead of PhD, and bachelor's degree instead of BA. When space constraints make the use of abbreviations necessary, do not use periods (e.g., BA, BS, MA, MFA, RN)

Capitalize the Certificates of Achievement and Certificates of Specializations when writing the full proper name (eg: Network Infrastructure Certificate of Specialization). Do not capitalize when shortening to just "certificate" (e.g., computer information systems certificate)..

academic honors

Academic honors such as cum laude, magna cum laude, summa cum laude and with distinction receive no special treatment in running copy, and are not capitalized (e.g., she graduated summa cum laude).

acronyms

Always spell out the proper name of an organization on first reference. You may shorten to an acronym on second reference and beyond (e.g., National Council of Marketing and Public Relations on first reference, NCMPR after that).

address

Orange Coast College’s address is:

2701 Fairview Road
Costa Mesa, CA 92626

The following can be used to direct students to a specific place on campus:

The Main Quad (or The Quad)

The Library Quad

The Journalism Patio

The Horticulture Gardens

The Tennis Complex

The Adams Lot

alumnus, Alumna, Alumni

Use “alumnus” (“alumni” in the plural) when referring to a man who has attended a school.

Use “alumna” (“alumnae” in the plural) for similar referencing to a woman.

Use “alumni” when referring to a group of men or women.

*The same rules apply to “emeritus,” “emerita,” and “emeriti.” See the “Emeritus, Emerita, Emeriti” category for more details**

ampersand

Spell out “and” in most instances. The ampersand can be used as a design element or in a headline, if space necessitates it.

articles

Capitalize an article — the, a, an — or words of fewer than four letters if it is the first or last word in a title or headline.

awards

Only capitalize “award” in copy when it is part of the name of an award.

board of trustees

The full name of Orange Coast College’s governing board is capitalized as follows:
Coast Community College District Board of Trustees

Short forms of the name are not capitalized:

The board of trustees met Monday.

The College’s board of trustees will meet Monday.

buildings on campus

Capitalize proper names of buildings on first reference (Robert B. Moore Theatre).

On second reference capitalize the shortened building name (eg: Theatre).

Building/Facility/Room

- Basil H. Peterson Gymnasium
- Beth Cosner Brown Reference Room (library)
- Charles Haley Business Center
- Charles Lewis Applied Science Building
- David A. Grant Collegiate Rowing Center
- Dick Tucker Field (football field within LeBard Stadium)
- Doc (Ben) Mason Fieldhouse
- Fran Albers Maintenance & Operations Building
- Frank M. Doyle Arts Pavilion
- Giles T. Brown Forum
- Harry & Grace Steele Children’s Center
- Harry R. LeBard Stadium
- Jane Hilgendorf Court
- Jim Carnett Press Box
- Jim McIlwain Track & Field
- John Altobelli Park
- John Clarke Computing Center
- John S. Owens Skill Center
- Leon Skeie Exercise Science Lab (Fitness Complex)
- Mary McChesney Classroom (2nd floor Lit & Lang.)

- Mary-Lynn Bergman-Rallis Planetarium Theatre
- Norman Watson Hall
- Robert B. Moore Theatre
- Ruth & Matt Miller Recital Hall

- W. Bradley Avery Professional Mariners Training Center
- Wendell Pickens Field
- Yoshida Gallery (first floor Art Center)

Monuments, Plaques, Trees, Benches

- Adrienne “Sunny” Sudweeks Memorial (near Fine Arts Building)
- Bill Parks Memorial (base of tree near business center)
- Cliff Travioli Recognition Monument (LeBard Stadium, Adjacent to Flag pole)
- Garrison Garden (outside Moore Theatre)
- Horticulture benches for Jacque Lenanton, Don Ackley, Sandi Savage, Pedro Barbosa (student), Fran Albers
- James Thornton Monument (planter, west side of Admin. Bldg.)
- Mike Copp Recognition Tree

capitalization

Keep capitalization to a minimum — the more words you capitalize, the more you complicate your text.

See “Divisions/Departments” for guidelines on capitalization.

Do not capitalize the common names of semesters, terms, academic sessions or periods, such as fall semester, registration, orientation and schedule pickup. If a semester or term is followed by a specific year, use capitalization (e.g., Fall Semester 2010 or Spring 2012).

Do not capitalize freshman, sophomore, junior, senior, graduate, postgraduate, postdoctoral, non-degree or any similar designation unless it is part of a title, a headline or the official name of an organization.

certificates and forms

The following guidelines apply to the titles of academic and professional certificates (as in Class AA Professional Certificate); visas; government forms; specialized forms, such as financial aid forms; and other documents referred to by name.

Terms that are generally descriptive — such as application for admission, declaration of intent, or application for admission to candidacy — should not be capitalized.

Capitalize the first word and all nouns, pronouns, adjectives, verbs and adverbs in the title of the form:

Certificate of Achievement

Associate in Arts Degree

Associate in Arts for Transfer

Associate in Science Degree

Associate in Science for Transfer

Free Application for Federal Student Aid (FAFSA)

When a number is part of a form's title, use the numeral and omit any punctuation:

 Form 1,040EZ

 Form 1040EZ

 Form Two-A

 Form 2A

commas

We do not use the serial comma (eg: Remember to drop, cover and hold on).

The exception to this rule is if the word “and” appears twice in a series (eg: Remember to drop, cover, and hold on, and once the shaking has stopped evacuate the building.).

compositions

Put the title of an entire composition in italics. Put the title of a short work — one that is or could be part of a larger undertaking — in quotation marks.

Examples of an entire composition include:

Books	Poems
Computer games	Albums
Movies	Radio and television programs
Operas	Lectures and speeches
Plays	Works of art

Examples of short works that are part of a larger composition include:

Song from an album	Title of an article in newspaper/ magazine
Chapter from a book	Television episode

Websites, dictionaries, directories, handbooks, catalogs and the Bible are exempt from this rule. Newspapers also are exempt (see “Newspaper” category for more details).

course load

Two words. Generally refers to the number of course hours recommended or allowable each semester.

course numbers and titles

When a course number and title are given together, give the alpha symbol and number followed directly by the title. There is no intervening punctuation.

- CIS A111 Intro to Computer Info Systems

.....

- CNST A114 Cabinet Making

.....

- DANC A119 Kinesiology for Dance

When a course title is given without the course number, you may capitalize the course title as long as it is the complete title.

Do not use alpha symbols when speaking generally of a department or program's courses or of an academic discipline.



Students may count up to 18 hours in CIS, CNST or DANC toward the major.



Students may count up to 18 hours in Computer Information Science, Construction or Dance toward the major.

When listing courses by number, repeat the alpha symbol with each number.



The required courses include CIS A110, 114, and 191 or 192.



The required courses include CIS A110, CIS A114, and CIS A191 or CIS A192.

coursework

One word. Generally refers to the courses taken for degree credit.

currency

Never combine the symbol \$ and the word “dollars” in the same context.

dash/hyphen

There are three kinds of dashes used in College publications. Most word-processing and page-layout programs can produce all three — hyphen, en dash and em dash.

Hyphen (-) Used to separate the elements of a hyphenated compound (for example, “on-screen” or “English-speaking students”) or to break words at the end of lines of copy.

En dash (-) Used to indicate duration or continuing or inclusive numbers (for example, “2009-10” or “children age 1-5”).

Em dash (—) Used to introduce an explanatory or emphatic element; to indicate a sudden break in thought or speech; to create a break in continuity greater than that suggested by the comma; and to set off multiple nouns when the nouns are the referents of a pronoun that is the subject of a summarizing clause.

In applications and formats that don’t allow em dashes, use two hyphens (--). Do not overuse em dashes. Never use more than a single em dash or pair of em dashes in a sentence; consider commas, semicolons and parentheses as alternatives.

dates

Abbreviate the following months if they are part of a date:

Aug. Sept. Oct. Nov. Dec. Jan. Feb.

Spell out the following months if they are part of a date:

March April May June July

Spell out ALL months if they stand alone (eg: the concert will take place in late September).

datelines

Orange Coast College adheres to AP Style Guidelines for state abbreviations. These differ from the two-letter ZIP code abbreviations commonly seen.

The following is a list of correct state abbreviations:

Ala.	Del.	Ky.	Miss.	N.J.	Ore.	Va.
Ariz.	Fla.	La.	Mo.	N.M.	Pa.	Vt.
Ark.	Ga.	Md.	Mont.	N.Y.	R.I.	Wash.
Calif.	Ill.	Mass.	Neb.	N.C.	S.C.	W.Va.
Colo.	Ind.	Mich.	Nev.	N.D.	S.D.	Wis.
Conn.	Kan.	Minn.	N.H.	Okla.	Tenn.	Wyo.

The following states are never abbreviated:

Alaska	Idaho	Maine	Texas
Hawaii	Iowa	Ohio	Utah

The following U.S. cities do not require a state designation when referenced in publications:

Atlanta	Dallas	Las Vegas	New York	Salt Lake City
Baltimore	Denver	Los Angeles	Oklahoma City	San Antonio
Boston	Detroit	Miami	Philadelphia	San Diego
Chicago	Honolulu	Milwaukee	Phoenix	San Francisco
Cincinnati	Houston	Minneapolis	Pittsburgh	Seattle
Cleveland	Indianapolis	New Orleans	St. Louis	Washington

The following international cities do not require a state designation when referenced in publications:

Amsterdam	Havana	Milan	Sao Paulo
Baghdad	Helsinki	Monaco	Shanghai
Bangkok	Hong Kong	Montreal	Singapore
Beijing	Islamabad	Moscow	Stockholm
Beirut	Istanbul	Munich	Sydney
Berlin	Jerusalem	New Delhi	Tokyo
Brussels	Johannesburg	Panama City	Toronto
Cairo	Kuwait City	Paris	Vatican City
Djibouti	London	Prague	Vienna
Dublin	Luxembourg	Quebec City	Zurich
Geneva	Macau	Rio De Janeiro	
Gibraltar	Madrid	Rome	
Guatemala City	Mexico City	San Marino	

degrees

- When referencing a degree that someone holds, try to use the words “bachelor’s” “masters” or “doctorate.”
- When referencing a degree program at OCC, use Associate of Arts or Associate of Science on first reference, and AA and AS on second reference.

divisions/departments

- Capitalize the proper name of each division (eg: Literature and Languages).
- Do not capitalize the name of the departments UNLESS you are referring to the English or Spanish department (eg: marketing department).

email

No hyphen.

emerita, emeritus, emeriti

“Emerita” refers to a woman, “emeritus” to a man, “emeriti” to a mixed group or to a group of either sex. Place “emerita,” “emeritus” or “emeriti” after the formal title:

Professor Emeritus of English Gary Hoffman or Gary Hoffman, professor emeritus of English

President Emeritus Dave Grant

Trustees Emeriti of Coast Colleges (as in a headline)

The committee included four professors emeriti.

FAQ

This abbreviation for “frequently asked questions” is acceptable for Web usage but not for print publications.

freshman vs freshmen:

Use “freshman” when writing of one first-year student, “freshmen” when writing of more than one. Use “freshman” as a modifier.

GPA

Abbreviation for “grade point average.” When listing a GPA, always use a decimal point and carry to at least one decimal place (eg: 3.0, 2.2).

grades

- Only flat letter grades are given at Orange Coast College — there are no pluses or minuses (e.g. A, B, C, D or F).
- Students may also take a course with a “Pass/No Pass” option (P, NP).

honor society

Do not capitalize “honor society” on its own — only capitalize as part of a proper title (eg: “Phi Theta Kappa Honor Society”).

Internet

Always capitalize.

Try to avoid using http:// and https:// when you can. Also avoid URLs that are particularly lengthy and complicated (a short vanity URL can be requested by emailing James Nguyen at jnguyen1007@occ.cccd.edu)

lists

When referencing proper names with a common last word, do not capitalize the last word (eg: San Bernardino, Orange and Riverside counties).

mascot

Orange Coast College’s mascot is Pete the Pirate. He was first introduced to the College in 1992, and current management of mascot duties falls under the jurisdiction of the marketing and public relations department. You may refer to affiliated students and employees as “Pirates” in more casual copy, such as sports recaps.

newspapers

Orange Coast College’s on-campus newspaper is The Coast Report. The Coast Report is entirely student-run, with one faculty advisor.

numerals

In general, spell out numbers one through nine. Use numerical figures for 10 or above.

The exceptions are:

Academic course numbers

Addresses

Ages (eg: She is 5 years old. He is in his 30s)

Dates, years and decades (eg: Class of '67, Feb. 8, 2014)

Decimals, percentages, and fractions larger than one (eg: 3½, one-quarter)

Dimensions (eg: 5 feet 6 inches, 5-foot-6. Never use 5'6.)

on campus

Hyphenate only when used as a modifier (e.g. The meeting will be held at the on-campus Starbucks OR Starbucks is located on campus, near the Arts Center). The same rules apply for “off campus.”

office

Do not capitalize unless it is part of a proper name (e.g. Office of Admissions OR Stop by the admissions office for an application).

Orange Coast College

On first reference, always refer to the school as Orange Coast College. On second reference and beyond, the only acceptable names are OCC and Coast. Do not refer to the school as “Orange Coast.”

point of view

- Try to avoid using first person (“I,” “we” and “my”) and second person (“you” and “your”) point of view in College publications.
.....
- The third person perspective is preferred for all College publications. This includes “he,” “she,” “it/s,” “him,” “her,” “his” and “her/s.” Plural third person pronouns include “they,” “them” and “their/s.”
.....
- Always be consistent in copy, and do not switch between first, second or third person within the same publication.

School Name

- First reference should be the full name, capitalized – Orange Coast College.
.....
- Second references and beyond can be either OCC or Coast.
.....
- You may also refer to OCC as “the College” (capital “C”) in copy.
.....
- Never refer to the College as “Orange Coast.”

semesters

Do not capitalize the common names of semesters or academic sessions such as fall semester, registration and orientation. If a semester or term is followed by a specific year, use capitalization (e.g., Fall Semester 2003).

Times

- Include periods in a.m. and p.m.
.....
- Do not include :00 when referencing a time on the hour (eg: 1 p.m. NOT 1:00 p.m.).
.....
- For ranges in time, include a dash (eg: 4–5 a.m.).
.....
- References to 12 p.m. and 12 a.m. should be written as noon or midnight.

Titles

- Capitalize a person’s title if it comes before their name (eg: Vice President of Administrative Services Rich Pagel).
.....
- Do not capitalize a title if it comes after a name (eg: Michael Mandelkern, dean of Literature and Languages).
.....
- Do not use Mr. or Mrs.
.....
- Do not include degrees after names (eg: Michael Mandelkern, PhD).
.....
- Include “Dr.” at the beginning of names at your discretion.

Web

Always capitalize.

WEB: STANDARDS AND ACCESSIBILITY

The Web standard guidelines are an effort to unify and enhance the College's extensive collection of Web pages. The website provides crucial information to the public and we rely on Web editors to be conscious of how they frame the content on the Web. Additionally, all Web editors need to be mindful of making the Web accessible. Web accessibility provides equal access and opportunity for the widest possible audience. Inaccessible websites make it difficult or impossible for those with auditory, physical, visual and cognitive disabilities to consume and produce information, and by doing so it hinders their ability to participate. This section will cover the College's web standards along with common requirements to make a website compliant with Section 508 guidelines.

WEB STANDARDS

In an effort to unify and enhance the College's extensive collection of Web pages, the Office of Marketing and Public Relations' Web standard guidelines will help build a high-quality and consistent user experience across OCC's website. The website provides crucial information to the public and we rely on Web editors to be conscious of how they add content to their Web pages.

We follow four basic principles to achieve this goal:

01. Conciseness

Users are accustomed to scanning for information they need on the Internet so content must be clear and to point.

02. Usability

All Web pages must be consumable for the widest possible audience. In other words information should be easy to find and navigate across our website.

03. Consistency

Providing users with familiar content and layout will create a sense of unity across all Web pages.

04. Accuracy

Web pages must be free of errors and up-to-date.

STRUCTURING URLS

The structure of URLs is important for Search Engine Optimization (SEO). Search Engines such as Google and Bing look for key elements within a URL structure to help crawl and rank websites.

A URL structure should follow these criteria:

Short and concise - a short and concise URL (20 characters or less) for each page will improve SEO. Using acronyms, abbreviations, or a combination is permitted to shorten the URL. Additionally, the URLs should all use lower case characters.

Use hyphens instead of spaces or underscores - Using hyphens will act as spaces to

separate words. Avoid using spaces and underscores. Spaces will translate into "%20" in your URL and underscores will concatenate your words into one word in which both will make it difficult for a Search Engine to crawl our website.

Avoid using stop words - Avoid using verbs in the URL like 'are' or 'have'. Also do not use articles or prepositions such as 'a', 'the', 'of', 'for', etc. These types of words have very little value to SEO.

These are some URL examples when converting your Web page titles into a proper URL format:

Marketing and Public Relations → mpr or marketing-pr

Orange Coast College Pirates → occ-pirates

Department of Mathematics → math-dept

USE OF HEADERS AND PARAGRAPH

Headers

Effective use of headers allows users to easily scan through the information on a Web page. Placement of headers and the use of their type will help navigate users to the information they are looking for. The following headers indicate how each type should be used:

Heading 1	Used only once per Web page and should be used for page titles
Heading 2	Used for section titles under Heading 1
Heading 3	Used for subsection titles under Heading 2
Heading 4	Used for subsection titles under Heading 3
Paragraph	Used for all regular text

Color Contrast

The use of accessible colors with enough contrast helps people with vision impairments read a Web page. There must be contrasting colors/shades at a ratio of 4.5:1 to discern between background and foreground content. The color contrast of content can be checked by using a tool such as Color Contrast Checker at WebAIM.org or a Firefox Add-on called WCAG Contrast Checker.

Underline

Text should not be underlined unless it is a hyperlink. Generally, underlined text indicates that a word or a group of words is a link. When non-links are underlined, users are likely to mistake it for a link.

Bold and Italic

Bold and italicized words should highlight the importance of text, and/or emphasis text respective to a paragraph. One should use the `` tag to bold text and use the `` tag to italicize. Avoid using `` to bold or `<i>` to italicize because they carry no semantic meaning.

Contextual Links

When creating links in your Web pages, do not use the word(s) “link” or “click here”. Try to use explicit or descriptive links.

For example:



“For our OCC donation form, [click here](#).”



“Please view our [OCC donation form](#).”

IMAGES

File Naming Convention

Image file names should be brief and descriptive according to the image and should refrain from using the name the camera has given such as “DSC1047.jpg” or “IMG_85.png” or a generic name such as “photo.” For example, if you have a picture of Pete the Pirate at a baseball game, then it should be labeled as “pete-the-pirate-baseball-game.jpg”. Please use only hyphens to separate each word for your image name and use lowercase letters.

Sizing

These predefined images sizes are allowed in JPG format.

Banner Image	1920 x 853 px @ 72 ppi
Secondary Banner Image	1920 x 450 px @ 72 ppi
Thumbnails	100 x 66 px, 100 x 100 px

OCC Colors

The official web color codes:

Orange = #F99239

Blue = #002D6A

Alternate Text

Alternate Text for images provides an alternate method of delivering information to those with visual or cognitive disabilities. The key to determining the appropriate text for an image is dependent upon the context.

Example 1

The alt text for this image should be “Pete the Pirate.”



Example 2

The alt text for this image should be empty.

In this example, the text beneath the image conveys a message that identifies the image. Therefore the empty alt text would be appropriate.



Pete the Pirate (Pete III) follows in his grandfather's footsteps as the official college mascot. Born in Virginia, Pete attended Mascot Academy before returning to the campus made famous, in part, by his illustrious grandfather.

Example 3

The alt text for this image should be “Pete the Pirate.”

In this example, the Pete the Pirate image is a hyperlink and below it is the “Pete the Pirate” in plain text. When a hyperlink encapsulates only the image it puts the “Pete the Pirate” in plain text out of context, which separates its relationship from the image. The alt text for the image should be “Pete the Pirate.” In this case, it seems redundant but it’s appropriate to describe the function.



Pete the Pirate

Example 4

The alt text for this image should be empty.

In this example, Pete the Pirate in plain text and image are both encapsulated in one hyperlink. In this case, the text is within the context of the image and they coexist together as a single function within the hyperlink.



Pete the Pirate

Example 5

The alt text for this image should be empty.

In this example, the decorative image does not contain any important content for the user. Images that are used for layout or decorative purposes should have an empty alt text.



TABLES

Layout Tables

Layout tables are frequently used to lay out content within a multicolumn format. However, they can lack the flexibility to adjust the table and text size when the table is viewed on smaller screens. This may result in the table extending outside the page view and require users to scroll horizontally to view the content. Generally, it is not recommended to use tables to lay out content but rather use non-table elements and CSS to achieve a responsive Web design. If a table is used as a layout, then consider that the tables are read by screen readers in a linearized order going from left to right and top to bottom. It's important that the content flow is in this order so the user with a screen reader can make logical sense of the content. For example, if a screen reader read a layout table with a phone listing of departments it would read in this order.

Department Phone Listing

1. English Department	2. (714) 432-5716
3. Geology Department	4. (714) 432-5681
5. History Department	6. (714) 432-5753

Data Tables

A data table is a table that consists of row headers, column headers, or both along with a description of the table. For example: a simple table of course offerings with a description in the summary attribute or caption tag describing the purpose of the table. In the first row are table headers, which are marked indicating a title for each column. The website's content management system (CMS) should give an option to input a table header and a description for the table.

Department Code	Course Number	Section	Date and Time
CHEM	219	1	M, W, F 1-3 p.m.
MATH	101	3	T, Th 9:15-11 a.m.

```
<table summary="Course Offerings">
<caption>Course Offerings</caption>
<tr>
<th>Department Code</th>
<th>Course Number</th>
<th>Section</th>
<th>Date and Time</th>
</tr>

<tr>
<td>CHEM</td>
<td>219</td>
<td>1</td>
<td>M,W,F 1-3 p.m.</td>
</tr>

<tr>
<td>MATH</td>
<td>101</td>
<td>3</td>
<td>T, Th 9:15-11 a.m.</td>
</tr>

</table>
```

INLINE FRAME AND MULTIMEDIA CONTENT

Inline Frame

Inline Frame (iframe) is used to display a Web page within a Web page. A website that uses iframes will have to make them accessible for screen readers when an iframe displays content such as a form, video, social media feed or advertisement. Adding the title attribute with a brief description of the content like “OCC Student Club Twitter feed” would be sufficient.

Multimedia Content

Multimedia content includes audio and video components that must be accessible to those with disabilities. Users that are visually impaired, deaf or hard of hearing, and have motor disabilities must have a visual and auditory alternative to consuming the media.

The following are requirements for multimedia:

Captions must be provided.

Captions must be synchronized and equivalent to the given multimedia content.

Audio description must be provided.

Audio description must be synchronized and equivalent to the given multimedia content.

Controls to start and stop the multimedia content.

The audio must not play automatically.

SOCIAL MEDIA

OCC recognizes that with new and emerging technologies, the way people communicate is constantly evolving. The numerous communications tools available today allow OCC to build meaningful connections with students, alumni, faculty, staff, visitors and the community. The purposeful use of social media also supports the College, its activities and educational pursuits.

EXISTING ACCOUNTS

OCC is on many social media platforms and it may change due to the ever-evolving nature of social media. Below are the College's main social media sites:

**Facebook**

<https://www.facebook.com/orangecoastcollege>

**Twitter**

<https://twitter.com/orangecoast>

**LinkedIn**

<https://www.linkedin.com/edu/orange-coast-college-20116>

**YouTube**

<https://www.youtube.com/orangecoastcollege>

**Instagram**

<http://instagram.com/orangecoastcollege>

**Flickr**

<https://www.flickr.com/photos/orangecoastcollege/albums>

**Tik Tok**

<https://www.tiktok.com/@orangecoastcollege>

NEW ACCOUNTS

All new social media accounts must be created through the College's marketing and public relations department. To create a social media account, submit a publicity and design request form, located on the OCC Portal. The submission will be sent to the Director of Marketing and Public Relations and a work order will be created. A communications specialist will contact the requester for additional information. The person managing an officially recognized OCC account on social media MUST be a full-time employee; students are prohibited from managing social media accounts, and the marketing and public relations department strongly recommends against part-time employees managing social media accounts, unless there is a full-time employee serving as a co-manager.

EXISTING ACCOUNTS

Social media accounts currently in existence will be "grandfathered" in. Meaning, the managers do not have to create new accounts, but must go through the same process to be supported and officially recognized by the College. Only approved accounts may have links present on the website.

GENERAL INFORMATION

Offices and departments that wish to author an OCC-sanctioned social media tool should first contact the marketing and public relations department for training, branding and communication guidance. To help drive traffic to your social media, the marketing and public relations department will add your site to the list of OCC-sanctioned and OCC-branded social media sites that are being updated routinely by College departments. A directory of officially sanctioned OCC social media accounts can be found at <https://prod.orangecoastcollege.edu/about/sm-directory.html>

OCC SOCIAL MEDIA POSTING GUIDELINES

All officially recognized and sanctioned Orange Coast College social media accounts must adhere to the College's Social Media and Blogging Guidelines, which can be found at bit.ly/occguidelines

Social media account managers must enforce OCC's Social Media and Blogging Guidelines, and remove content/block users who violate posting guidelines. The link for the Social Media and Blogging Guidelines must also be displayed somewhere on officially sanctioned accounts, preferably in the bio section of an account's profile.

LAW AND STANDARDS

Social media and blogging accounts will adhere to both state and federal law including those that pertain to harassment and criminal threats. Violators will be suspended from all OCC social media and blogging activity until further notice and may be reported to local police.

The following laws pertain to social media usage at Orange Coast College:

California Penal Code 422

Communications Decency Act

Additionally, all activity on official OCC social media pages and OCC-sanctioned social pages will be subject to the College's Student Code of Conduct. OCC students who violate the Student Code of Conduct on social media will be referred to the Dean of Students' Office.

CONFIDENTIALITY AND PRIVACY

OCC observes the Family Education Rights & Privacy Act (FERPA). OCC will not release private and proprietary college information. OCC's privacy protection also extends to its staff, faculty and students. Approval and documented consent of release is required for all confidential information that is posted on social media and blogs.

Photos of any individual under the age of 18 must NOT be posted on social media accounts sanctioned by the College without the express written permission of a parent/guardian.

RESPECT

OCC will treat each person or entity on social media and blogs with respect. OCC will not engage with users who make negative or slanderous remarks toward the College or one of its employees. If necessary, an authorized OCC representative will respond respectfully to correct any false statement. Depending on the severity of the negative comment, management and/or authorities will be consulted.

If an OCC-produced post is found to be offensive, the post will be deleted immediately and an apology will be issued. The person or group responsible for the post will be reviewed according to OCC's Code of Conduct.

COMMUNITY

OCC encourages everyone to participate and connect with the people and content on its social media platforms. To protect OCC's users and community, social media websites(*sites) managed and sanctioned by OCC will be moderated. The official social media sites for Orange Coast College, and all OCC-sanctioned social media sites, are not open forums. The purpose of these sites is to discuss matters related to the College, as identified and raised by the College or the College's department and programs. We encourage the public to submit comments that are on topic, but please address those comments to the specific topic(s) discussed.

Inappropriate, criminal, abusive, SPAM and discriminatory behavior will not be tolerated. Content that expresses hate, profanity and personal attacks also will not be allowed. Users who use curse words, racist words, abusive language, or language that promotes

violence will be blocked. We may, but have no obligation to, remove, hide, block, report, and/or monitor content or accounts posting on the OCC social media accounts that we determine, at our sole discretion, violates our posting guidelines.

OCC's official social media sites and sanctioned sites are forums that are limited to the specific topics identified and raised by the individuals who manage each site(s). Users who submit content to these sites agree they have read, understand, and agree to the following terms and conditions under such use.

PERMISSIONS AND CREDIT

It is the responsibility of the person who is posting content to OCC's social media and blogs to be informed of copyrights, trademarks, rights of publicity, third party rights and user-generated content. The owner of any content that did not originate from OCC may need to be reached for permission of usage. For all OCC social media and blog platforms, applicable sources will be cited and reference links will be provided if using another person or entity's content.

FACTUAL CONTENT

All authorized OCC social media and blog posts shall be factual and true. Before posting, information should be checked for validity and accuracy. If there is any discrepancy in the information of a potential post, OCC and its employees will not release the post.

OPINION AND PERSONAL VIEWS

The views and opinions expressed on OCC-sanctioned social media platforms are those of the author(s) and not necessarily those of OCC, its leadership, its Board of Trustees, or any of its employees.

COMMENTS AND CONCERNS

We welcome constructive criticism about ways we can improve and will respond accordingly.

POSTS ARE PERMANENT

Once social media and blog posts are released, they can be deleted from the account, but cannot be completely erased from the Internet. Therefore, OCC social media and blog posts must be carefully vetted and proofread before being released. In accordance with marketing and public relations department procedures, it is highly advised that posts be approved before public release.

MISTAKES AND CORRECTIONS

OCC's marketing and public relations department understands that mistakes do occur. However, if incorrect information is released or discovered on a social media platform, the deletion of the original incorrect post may be necessary. The mistake should be publicly acknowledged and the post re-released with the correct information. Following the re-release, the occurrence of the mistake should be assessed and social media procedures should be revised accordingly in order to avoid future mistakes.

SECURITY BREACH

In the event that any of OCC's social media or blogging accounts have been breached, OCC's marketing and public relations department, the manager of the accounts and the head of any relevant departments should be contacted. The public will be notified of the security breach and the passwords of all the OCC social media accounts will be changed. OCC's IT Department will also perform a security scan of the school's systems. The proper authorities will also be notified of the security breach.

SOCIAL MEDIA AND BLOGGING CRISES

A social media and blogging crisis occurs when there is a sudden spike and continuously growing topic of conversation that could damage OCC's reputation. The crisis can occur on OCC's platforms or on any third party account. Each situation will be specific and have different needs. In such an event, immediately cease all social media and blogging activity. An emergency meeting should be scheduled with the director and communication specialist of the marketing and public relations department, as well as any pertinent parties to devise a plan of action. Please report all negative activity to the marketing and public relations department immediately by emailing jgutierrez@occ.cccd.edu or arangno@occ.cccd.edu

OCC SOCIAL MEDIA POSTING PROCEDURES

- Notice of social media requests will go through the Publicity & Design Request Forms found on OCCPortal.
.....
- Information and copy of event/announcement will be reviewed.
.....
- Communications Specialist, copywriter and any additional team members (i.e. graphic artist, photographer, etc.) will meet to coordinate supporting material.
.....
- The event must be logged and/or approved.
.....
- Supporting material must be finished and available (i.e. press release, graphic, photo, etc.) before any social media activity.
 - a. In most cases images/graphics needs to be attached to the post or a link needs to be provided to boost engagement.

-
- Social media post is scheduled using supporting material information.

- a. One post will be released within the two-week window before the event date.
- b. A social media post to be released on a specific date/time can be requested. However, it must be requested in the Publicity & Design Request Form and approved.
- c. More than one social media post can be requested. However, it must be requested in the Publicity & Design Request Form and approved.

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- The Department of Marketing and Public Relations is not required to notify requesters when a social media post has been released. However, a request for notification can be stated in the Publicity & Design Request Form.

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- Analytics of the post can be provided, but must be noted on the Publicity & Design Request Form.

Quick Tips

Social media can only be as successful as the support given to it and the proactive participation in distributing the information. High quality visuals are recommended as well as understanding your audiences' social media habits.

An example of proactive participation would be if your event is posted on Twitter, it is advisable that all involved parties retweet the post. Social media training can be provided if you need assistance. Please contact the Department of Marketing and Public Relations for information by emailing arangno@occ.cccd.edu

PHOTOGRAPHY SERVICES

OCC offers in-house professional photography services to support programs and services, as well as an employee benefit. Professional photography services can be requested for events, promotions and employee headshots.

REQUESTING PHOTOGRAPHY

To request photography, please fill out the Publicity and Design Request form located on the OCC Portal. Please submit requests at least three weeks before the date of your event.

If certain details need to be included in the photos, it is important for the client to provide a list to the department before the scheduled event date.

VIEWING

Depending on the type of event and approval of the department, photos may be uploaded to Orange Coast College's Flickr account:

<https://www.flickr.com/photos/orangecoastcollege/albums>

RELEASES

All individuals that will be on-camera talent (i.e actor) will need to sign and submit a release form. Releases can be found on the OCC Portal under the Department of Marketing and Public Relations page.

VIDEO SERVICES

The Department of Marketing and Public Relations provides video services from pre-production all the way through post-production. The department is available to document events, highlight programs, create instructional videos and more.

REQUESTING VIDEO

To request video, please fill out the Publicity and Design Request form located on the OCC Portal. For basic videos, please submit requests at least six weeks before the date of your deadline. An example of a basic video project could be a two-minute video with only one on-camera interview filmed at only one location. Additional requirements may require more lead-time. It is suggested to submit all video requests as early as possible.

RELEASES

All individuals that will be on-camera talent (i.e actor) or off-camera talent (voice over) will need to sign and submit a release form. Releases can be found on the OCC Portal under the Department of Marketing and Public Relations page.

VIDEO RECORDING

Video requires the full active cooperation of the requesting party. Any delay will push back the timeline of the project. Among the items requesters are responsible for are scripts, on- or off-camera talent, props, location approvals, etc.

If certain details need to be recorded for the video, it is important for the client to provide a list to the department before the scheduled production date.

VIDEO EDITING

The Department of Marketing and Public Relations has the capability to edit client videos.

If there is a request to re-edit an existing video created by the department, a six-week lead time is still needed to complete the request. The original submitted video must have been filmed within one year of the original production date. However, such requests cannot be guaranteed due to archiving factors. Videos that are older than one year should be re-filmed completely.

Requests to edit material the department did not film requires that the client provide all raw footage in a digital format with a minimum quality of 1080 HD. The client must provide copies of the releases from the owners of the footage and talent. All edited videos intended for Orange Coast College will follow the established graphic and branding guidelines.

VOICE RECORDING

The Department of Marketing and Public Relations can record voice over for video or as a standalone request. A script must be provided and the client is responsible for providing a voice-over actor.

GRAPHICS

OCC maintains graphics standards that all videos must adhere to. If your project requires specific graphics or artwork, please mark and detail those requests in your Publicity and Design Request form.

Additional time will be needed for requests that require animation and special effects.

CLOSED CAPTIONING

All produced videos with dialogue must be closed-captioned. The department will be able to transcribe and input closed-captioning if the video is not dialogue intensive. In cases when videos are dialogue heavy, the department can recommend vendors to closed caption the project for clients.

To better determine whether the department can transcribe the video or it has to be sent out to a vendor, a script can be provided before production. If the video project does not have a script, generally videos that have no more than three minutes of dialogue can be closed-captioned by the department.

VIEWING

Depending on the type of video and approval of the department, videos may be uploaded to Orange Coast College's YouTube account:

<https://www.youtube.com/orangecoastcollege>

To better reach audiences, it is suggested that the client provide a short description about each video.

