

DIN: 8040-1-01
Title of Policy: External Relations

Policy

External Relations is important in building public awareness, visibility and support for Northwest Technical College, as an institution and for our programs. To ensure well-integrated and well thought-out strategies that enhance the perception and reputation among prospective learners, key stakeholders and the public, the Office of External Affairs shall oversee marketing activities for the College.

Purpose

This policy is intended to assist programs or departments within the College to plan and execute marketing and public relations strategies.

Responsibility

The table below describes responsibilities for this policy:

Group/Individual	Responsibility
Director of External Affairs	Assist programs or departments to plan and execute strategies that enhance institutional visibility and reputation.
Programs or Departments	Work with Director of External Affairs to implement marketing strategies.

Supporting References

Listed below are document(s) that support this policy:

The most current documentation is electronic; therefore, please discard printed copy after 24 hours. This does not apply to completed forms which are records.			Print Date: 09/27/05 12:30 PM
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Title: Marketing Policy			Implementation Date: 1-8-04
Approved: President Quistgaard	Date: 1-8-04	Check here if this policy is to be included in campus handbook: <input type="checkbox"/>	