

## **Mid-Atlantic Christian University Institutional Advancement Policy 5**

SUBJECT: PHILOSOPHY OF PUBLIC RELATIONS

DATE: September 22, 1999

REVISED: September 2013

REVIEWED: 2020

NEXT SCHEDULED REVIEW: This policy will be reviewed by the Director for Institutional Advancement in February of even-numbered years.

APPROVED BY BOARD OF TRUSTEES: October 18, 2013

Policy for: All Employees, Mid-Atlantic Christian University

Procedure for: VPIA, Mid-Atlantic Christian University

Authorized by: VPIA, Mid-Atlantic Christian University

Issued by: Board of Trustees

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### I. Purpose

The purpose of this policy statement is to establish a philosophy and process for the university's public relations practices.

### II. Policy

The university's Institutional Advancement Office has primary responsibility to prepare verbal, written, and electronic materials used to represent the university to the public. Other departments and individuals are expected to tailor them to their specific situation, but they will retain the substance and spirit of the original material.

All public relations materials will be accurate and not intended to mislead the recipient about either facts or intent. They may, however, be constrained in the detail they include, to protect personal or proprietary information or investigations in progress.

Some information, such as personal information, may be restricted from public dissemination by confidentiality requirements. If there is a question whether certain information should be included it will be addressed first by the Director of Institutional Advancement with final decision by the President if necessary.

### III. Procedure to implement public relations policy

1. Public relations shall be conducted in the spirit of Philippians 1:3-4, "I thank my God every time I remember you. In all my prayers for all of you, I always pray with joy because of your partnership in the gospel."
2. The university will seek to promote and enhance its relationship with its publics, thereby encouraging individuals and churches to join as partners in this ministry. MACU will consciously look for ways to tell our story, using a wide variety of methods to reach a wide audience and constituency.
3. The Director for Institutional Advancement (DIA) will be the regular spokesman for MACU. Staff and faculty are to forward all media inquiries (e.g., interviews, questions regarding current/former students, staff, faculty, or trustees of a newsworthy nature, etc.) to the DIA for response. For unexpected events, especially of an adverse nature, the DIA will immediately inform the President, and will prepare or supervise preparation of information and talking points to be used to communicate with the public and media.
4. The Institutional Advancement Office in conjunction with the President's Office will have the primary responsibility of maintaining regular communication through print and electronic media. This communication will include as a minimum
  - a. *The Messenger*, the primary newsletter of the university.
  - b. Current events information on the MACU web page, to be updated at least weekly.
  - c. Social media, monitored daily and with a new entry at least once a week. Comments and responses will be made daily when there is cause to do so.
5. The Director for Institutional Advancement has the primary responsibility for news releases to local, regional, and national agencies as needed. The DIA will prepare an annual public relations plan to coincide with the MACU fiscal year.
6. The Institutional Advancement Office will publish and distribute materials promoting the university and its mission among various constituencies. This is a continuing action.
7. Advancement office will invest in the maintenance and updated education of fundraising practices, tax implications concerning donors and higher education.
8. Fundraising strategy will align with institutional strategy and values.

IV. Published: Policy Manual; Employee Handbook; MACU public website, News Releases tab

V. Reason for Revision

VI. Appendices: None