



Student Success & Support Programs

Student Announcements Policy and Procedure

Purpose

The purpose of this policy is to establish a clear, consistent, and accountable process for requesting, reviewing, approving, and distributing student announcements issued by the Office of the Vice President of Student Success & Support Programs. This process ensures accuracy, relevance, compliance with institutional standards, and appropriate administrative oversight.

Scope

This policy applies to all departments, offices, programs, and areas of study requesting dissemination of announcements to students through official communication channels managed by the Office of the Vice President of Student Success & Support Programs.

Policy Statement

All student announcements must be submitted using the Student Announcement Request Form and must receive required approvals prior to distribution. Announcements will not be disseminated without complete information and all applicable approvals.

Responsibilities

A. Requestor

- Completes and submits the Student Announcement Request Form
- Provides accurate and finalized announcement text
- Includes any flyers or images to include with the announcement (Should follow Marketing Brand Style Guide)
- Ensures the request is submitted within required timelines

B. Supervisor (if applicable)

- Reviews announcement content for accuracy and appropriateness
- Approves or denies the request

C. Area Administrator (Executive Director/Associate Dean/Dean)

- Reviews announcement content for accuracy and appropriateness
- Reviews request for relevance, compliance, and impact
- Approves or denies the request

D. Office of the Vice President of Student Success & Support Programs

- Reviews submissions for completeness
- Provides for final approval for student distribution
- Coordinates scheduling and dissemination of approved announcements
- Maintains records of approved requests

Announcement Content Standards

All submitted announcements must meet the following content standards:

A. Institutional Alignment

Announcements must be directly related to programs, services, initiatives, updates, or outreach activities for Cuesta College. Content must support and align with the College's Mission, Vision, and Values.

B. Program Information

Announcements may include:

- Academic program information
- Student support services
- Enrollment updates
- Deadlines and important academic dates
- Policy and Procedures/Compliance Requirements
- College-sponsored workshops, events, and activities

C. Updates

Announcements may include:

- Policy or procedural updates affecting students
- Operational updates impacting student access or services
- Institutional notices relevant to student success

D. Outreach Activities

Announcements may include:

- College-sponsored outreach events
- Recruitment activities
- Community engagement efforts that directly support student access and success

E. Content Expectations

All announcement submissions must:

- Follow Marketing Branding Style Guide
- Be clear, concise, and professionally written
- Use student-centered language
- Contain accurate and verified information
- Include contact information for follow-up questions
- Avoid political advocacy, commercial advertising, or non-college affiliated promotions

Announcements that do not meet these standards will be returned for revision.

Submission Requirements

All requests must include the following:

- Final announcement text
- Department / Office / Area of Study
- Requested announcement date(s)
- Requestor name and signature
- Supervisor signature (if applicable)
- Area Administrator signature
- Area Vice President signature

Incomplete requests will be returned without action.

Timeline

Requests should be submitted no later than 10 business days prior to the requested announcement date. Student Announcements are sent on Fridays. All approved announcement requests must be submitted to the Office of Vice President of Student Success & Support

Programs before the next published announcement. Late submissions may not be accommodated.

Approval Authority

Final authority to approve or deny student announcements rests with the Vice President of Student Success & Support Programs. Approval does not guarantee distribution if institutional priorities or capacity limitations apply.