

CALC INSTITUTE OF TECHNOLOGY

PROGRAM OF PUBLIC INFORMATION AND COMMUNITY RELATIONS

Purpose: The purpose of CALC, Institute of Technology's Program of Public Information and Community Relations is to promote the school's mission in the community in which it serves.

Procedure: The Admissions Coordinator, Community and Career Development Coordinator and School Director have a responsibility to carry out CALC, Institute of Technology's Program of Public Information and Community Relations.

The Faculty/ Community and Career Development Coordinators are responsible for:

1. Contacting employers to discuss the school's mission, education programs and opportunities for graduates within the community.
2. Coordinate community events that support in kind services.

The Admissions Coordinator is responsible for:

1. Participating in community events such as job fairs, veteran events, and meeting with local workforce development boards.
2. Making presentations to area high schools to inform students about training opportunities available at CALC, Institute of Technology.
3. Meeting with applicants to discuss their career objectives, present program and disclosure information.

The School Director and President are responsible for:

1. Advertising the school's programs in the newspaper and other sources.
2. Assigning staff to attend community events.
3. Ensuring that public information and community relations' activities are documented.
4. Review program of public information and community relations for effectiveness.

Evaluations: School Director evaluates public information and community relations' activities.

Feedback: The evaluation is discussed during the annual staff meeting to determine the effectiveness of CALC Institute of Technology's program of public information and community relations program.