

Employee Handbook
(Revision approved by VC Board of Trustees September 13, 2017)

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SECTION I

INSTITUTIONAL ADVANCEMENT

Gifts and Donations

All gifts and donations will be processed by the office of Institutional Advancement. A Gift Acceptance form will be completed by the donor, the Vernon College employee who received the gift or donation, or a member of the office of Institutional Advancement staff and filed in the office of Institutional Advancement. The Gift Acceptance Form can be found on the Vernon College website under Institutional Advancement or obtained in paper form from the office of Institutional Advancement. All gifts and donations shall relate to the College's mission and are included in the College's annual planning and evaluation process by the appropriate office. The office of Institutional Advancement is charged with the responsibility for accounting for and acknowledging all gifts and donations to the College.

Endowments

All endowments will be received and processed by the office of Institutional Advancement. All endowments shall relate to the College's mission and are incorporated into the college's planning and evaluation process. The office of Institutional Advancement is charged with the responsibility for accounting for and acknowledging all endowments to the College.

Gifts-in-Kind

Gifts-in-Kind are tangible assets, such as equipment, parts, books, etc. All gifts-in-kind must relate to the mission of Vernon College. A Gift-in-Kind Acceptance form must be completed by the donor, the Vernon College employee who received the asset, or a member of the Institutional Advancement staff and filed in the office of Institutional Advancement. The Gift-in-Kind Acceptance Form can be obtained from the Vernon College website under Institutional Advancement or in paper form from the office of Institutional Advancement. Because of Internal Revenue Service rules governing the donation of tangible assets, the Vernon College employee involved in the donation of a gift(s)-in kind must contact the Director of Institutional Advancement immediately to complete the donation and prior to acceptance of the asset. Under no circumstances may a Vernon College employee place a value on the donation; that is the responsibility of the donor. The office of Institutional Advancement is charged with the responsibility for accounting for and acknowledging all gifts-in-kind to the College.

Fund-raising

The office of Institutional Advancement is responsible for overseeing and coordinating all private philanthropy fundraising for Vernon College. This includes the identification, solicitation and assignment/tracking of all individuals, corporations, foundations and organizations. When a Vernon College employee is planning to cultivate and/or solicit an individual, corporation, foundation or organization it is their responsibility to contact the office of Institutional Advancement in advance to ensure that the prospect is not already assigned to another part of the college. This will facilitate the private philanthropy coordination process.

Depending on the type of fundraising, the activity must be approved through one of four different offices including the offices of the President, the Dean of Instructional Services, Student Services, or Institutional Advancement. When a fund-raising activity or event is approved, a duplicate of the approval form is sent to the office of Institutional Advancement so that one location will have a record of all fund-raising as a time-saving factor for anyone wishing to check timing and duplication before approving an activity. If a fund-raising event is held on Vernon College property, a Vernon College Facility Use form must be completed and filed with the Director of the Physical Plant. All fund-raising shall relate to the college's mission statement and is included in the college's planning and evaluation process through the appropriate office.

Staff or staff groups who wish to raise funds and all off-campus fund-raising must be approved in advance through the office of the President.

All faculty or faculty group fundraising projects must be approved by the Dean of Instructional Services before initiating such projects. All students' class fund-raising projects (excluding approved clubs) must receive approval from the Dean of Instructional Services before initiating such projects. Upon approval, a "Student Fund-Raising Approval" form, which can be found in the office of the Dean of Student Services, must be completed and filed in that office. At the conclusion of the project, a report should be forwarded to the Dean of Instructional Services concerning the success of the project and be included in the division's planning and evaluation process.

All student organizational fund-raising activities must be approved through the office of the Dean of Student Services in advance. Student organizations may gain this approval by submitting the appropriate form which is available in the Student Services Office.

All fund-raising by the Vernon College Foundation, Inc. must be approved by the Foundation Board of Directors, which is governed by bylaws created in accordance with Vernon College's Mission Statement and approved by the Vernon College Board. The chairman of the college's Board is an ex-officio voting member of the Foundation Board of Directors. All aspects of Foundation fund-raising is incorporated into the College's annual planning and evaluation document by the Director of Institutional Advancement. The Foundation has an annual independent audit.

SECTION J

MARKETING AND COMMUNITY RELATIONS

Advertising, Public Information, and Right-to-Know

The Coordinator of Marketing and Community Relations coordinates and approves all marketing activities of the college so that duplications and conflicts in information do not occur. These activities include, but are not limited to, the following: Public service announcements, news releases, advertising, promotions, publications, and all printed materials. If Vernon College programs or events are sponsored by individuals or businesses, a list of the donors with the amounts donated will be sent to the office of Institutional Advancement so that sponsorships by businesses are kept to an acceptable level. All marketing activities are in accordance with the College's mission statement and are included in the College's annual planning and evaluation document by the Coordinator of Marketing and Community Relations. Release and use of information will adhere to guidelines of the Family Educational Rights and Privacy Act of 1974 (FERPA) and the Equal Opportunity Employment Act.

Guidelines for Posting Information on the Vernon College Homepage

Scrolling Pictures – if you have a suggested change or addition, email the picture to Coordinator of Marketing and Community Relations. Once reviewed and approved, the picture will be added to the rotation schedule and posted to the website. Although we want everyone to have exposure, we must keep a limit of 10 pictures at any given time.

Quick Links – if you have a suggested addition, email the information to Coordinator of Marketing and Community Relations. Once approved, the information will be posted to the website. As a reminder, not all suggested additions will be approved for this section of the website.

Highlights – The primary purpose of this section is to emphasize timely and pertinent information. This information will be changed, added or deleted on a regular basis based on relevance or time sensitivity. If you have information that you would like to submit, complete the Online Request Form. This form will be located at the bottom of Coordinator of Marketing and Community Relations' daily email signature line.

Announcements – This section is intended for events and important dates. If you have information that you would like to submit, complete the Online Request Form. This form will be located at the bottom of Coordinator of Marketing and Community Relations' daily email signature line.

In addition to the homepage information, the Online Request Form should also be used to submit information for Facebook & twitter, the Vernon marquee, student emails, Student Service's Student Update, and the TV monitors on both CCC and Vernon campus. The information submitted through this form will be distributed to the appropriate office.