

SCHOOLCRAFT COLLEGE
18600 Haggerty Road, Livonia, Michigan 48152-2696

MARKETING AND DEVELOPMENT

The Board of Trustees recognizes that the extent to which citizens understand and consent to support any public enterprise is dependent largely on the availability and discussion of facts and ideas.

It shall be the policy of the College to maintain free and open communication with the press as well as other public and campus media at all times.

In order to serve the public interest in this regard, the administration of the College will conduct a comprehensive marketing program aimed at establishing communications between the College and its many publics, both on and off campus.

Adopted—November 17, 1971
(71-275)
Reviewed—Administrative Committee
January 27, 1981
Revised—Cabinet
October 14, 1996
Reviewed—Dean of Student Services
March 1, 2006
Reviewed—VP & CSAO
August 21, 2019