



**LANEY COLLEGE**  
 900 Fallon Street  
 Oakland, California 94607

**SOP Number:**  
 BUS. 6.94  
**Previous SOP: N/A**  
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## STANDARD OPERATING PROCEDURE

<b>DEPARTMENT:</b>	Office of the Public Information Officer	<b>TITLE:</b>	<b>Non-Discrimination Reporting on Marketing Material</b>
<b>PURPOSE</b>	<p>The purpose of the Non-Discriminatory Reporting on Marketing Material procedure is to ensure Laney College is in full compliance with guidelines set by the California Community College Chancellor’s Office, as well as state and federal laws and regulations to eliminate unlawful discriminatory practices.</p> <p>Faculty, staff, and administrators who produce printed marketing material aimed to promote a class, program, and the delivery of services to students and the public must ensure that a statement of non-discrimination is added on these materials before printing.</p> <p>Effective January 19, 2017, the following Laney marketing materials must include the anti-discrimination statement (this list is not exhaustive):</p> <ul style="list-style-type: none"> <li>• College catalogs</li> <li>• Course and class brochures</li> <li>• Welcome Center brochures</li> <li>• Flyers</li> <li>• Pamphlets</li> <li>• Posters</li> <li>• Applications</li> <li>• And, announcements on bulletin boards</li> </ul> <p>Note: Marketing videos must also include the statement.</p> <p><b>DIRECTIVES FOR COMPLIANCE</b>          By federal and state law, Laney College is obligated to provide one annual non-discrimination notice prior to the beginning of each school year as per Section IV-O of the Office for Civil Rights (OCR) Guidelines for Eliminating Discrimination in Vocational Education Programs of 1979.</p> <p>Laney College is also required to provide notices of non-discrimination on a continuing basis as per Title IX, Section 504, and Title II regulations.</p>		

<b>RESPONSIBILITIES:</b>	<ul style="list-style-type: none"> <li>▪ <b>Program Directors, Dean, Vice President</b> – Review marketing material (for compliance with non-discrimination language) prior to submission to the PIO Office. Perform follow-up to assure corrective action is implemented in a timely basis when marketing material is found to exclude non-discrimination language.</li> <li>▪ <b>Vice President of Business Services</b> –In the absence of the PIO, provides final approval of marketing material and conducts reviews to assure compliance.</li> </ul>
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- **College President** – Performs follow-up to annual letter of non-compliance with non-discrimination language in marketing material and assure corrective action is implemented in a timely basis.
- **Public Information Officer** – Reviews all marketing material and sends final approval for printing to producer. At least annually, conducts periodic reviews to assure compliance. For each occurrence, issues notice of non-compliance to the producer of material which excludes non-discrimination language. Annually, issues letter to the College President, responsible Deans and Administration of the findings related to compliance with non-discrimination language on marketing material.

**PROCESS:**

1. During the production process of marketing material that will be printed, published online, posted on social media, and/or is emailed, the following non-discriminatory statement must be added:

**Laney College does not discriminate on the basis of age, race, religion, color, gender identity, gender expression, sexual orientation, ancestry, citizenship, national origin, military or veteran status, disability, marital status, pregnancy, medical condition, and immigration status.**

- The question of where on the material the non-discriminatory statement is placed is not of consequence as long as it is visible and readable.
- The producer of the material can choose to add a non-discriminatory statement that is lengthier and more descriptive, if he or she wants. However, the statement above shall not be shortened under **any** circumstance.

2. The producer of the material sends the material (including the non-discriminatory statement) for review and initial approval by the responsible Project Director, Dean and/or Department Administrator.

Before the material is sent to the printer or it's published, the material must receive "final" approval by the Laney College Public Information Officer (PIO) to ensure that the non-discriminatory statement has been placed. Send materials to, [laneypio@peralta.edu](mailto:laneypio@peralta.edu).

3. Once the material has received final approval from the PIO, notification will be sent to the producer that the material can be printed and distributed, published online, or emailed.

**Marketing materials that are missing the non-discriminatory statement must be reported to the PIO or to the Business and Administrative Office immediately for corrective action.**

4. At least annually, the PIO and/or Business Office staff will conduct marketing material compliance reviews to determine if the non-discrimination language is appropriately reflected and prominently displayed for the reader. These reviews will include obtaining hard copies of college material present on campus and surveying material posted for display on digital media boards across the college campus and website.

The PIO will issue an annual report of findings to the college president, responsible department administrators and material producers for corrective action and required timeline for completion.

For more information on this procedure or questions, contact [laneypio@peralta.edu](mailto:laneypio@peralta.edu).

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