

# BLINN COLLEGE ADMINISTRATIVE REGULATIONS MANUAL

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**SUBJECT:** *Video*

**EFFECTIVE DATE:** May 1, 2012; amended March 31, 2015

**BOARD POLICY REFERENCE:** CT

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## **PURPOSE**

To ensure a consistent style and message, only videos produced or approved by Marketing and Communications will be posted on the Blinn College website or Blinn's official YouTube page.

## **AUTHORITY**

Only Marketing and Communications personnel can post videos on the Blinn College website or Blinn's official YouTube page. Decisions regarding the use of video will be determined by the Marketing and Communications staff based on marketing strategies, priorities set by the Blinn College Administration and the overall benefit or service of a video to the College as a whole.

## **GUIDELINES**

Blinn's current capabilities and equipment for producing videos are not yet adequate for commercial production, meaning high quality professional pieces will continue to be outsourced to production companies via competitive bid. Such productions will be funded by the department or program making the request. Blinn's current use of video is designed to be a low-cost, efficient supplemental tool of moderate quality to complement the College's existing marketing and media outreach. Any other type of filming requests will need to be discussed with the Marketing and Communications department.