

# Santa Monica College

## Onboarding & Orientation

Departmental New-Hire Guidebook  
SMC - Public Information Office



# Where am I on the Onboarding & Orientation Roadmap?

**Version 1.0**

**New Employee Paperwork**  
Working with HR to provide relevant documentation and complete any necessary paperwork to gain employment at SMC.

**Who?**  
HR to coordinate.

**When?**  
On acceptance of job offer.

**We Appreciate You Choosing SMC**  
SMC to confirm contingent offer of employment, outline next steps and share why we are all 'Proud to be SMC' by understanding what we do and who we serve.

**Who?**  
Immediate Supervisor to reach out.

**When?**  
On acceptance of job offer.

## Onboarding & Orientation Roadmap

**EpiCenter**  
The EpiCenter strives to build community and capacity among all employee groups to make SMC a place where everyone belongs and realizes their potential. The EpiCenter is intended to be a centralized HUB where all employee groups can identify Districtwide training and development opportunities to ensure their continued success and satisfaction as well as develop their professional skills to assist in achieving personal and professional goals.

**Professional & Career Enhancement**  
Discuss career goals and create an action plan that provides a personalized pathway and identifies professional development opportunities.

**Who?**  
New Hire with the assistance of the department leadership.

**When?**  
Ongoing.

**Santa Monica College**

- At Santa Monica College we aim to provide an Onboarding and Orientation experience that is: informative, relevant, efficient, enriching and easy to navigate.
- This roadmap is intended to provide an overview of the process, identifying key individuals, important actions, responsibilities and significant milestones.
- Please direct any questions to the Human Resources Office at [Humanresources@smc.edu](mailto:Humanresources@smc.edu).

**1:1 Development Sessions**  
Enhance job satisfaction by entering into a partnership that facilitates two-way feedback and provides ongoing support through regularly scheduled 1:1 check-ins.

**Who?**  
Immediate Supervisor to coordinate.

**When?**  
After 30, 60 and 90 days.

**Reviewing Job Performance**  
Participate in periodic evaluations to discuss progress, celebrate successes and set targets to address any potential areas for development.

**Who?**  
HR to coordinate.

**When?**  
After 2, 4 and 6 months.

**W e SMC**  
#ProudToBeSMC

# CONTENTS



- 4  
Description of Services
- 5  
Contact Details
- 5  
Core Hours
- 6  
Key People
- 6 - 7  
Key Responsibilities
- 8  
Key Internal & External Links
- 8  
Key Events
- 8  
Key Documents
- 9  
My Notes
- 10  
What's Next

# Description of Services

The **SMC Public Information Office** develops and implements executive communication for SMC and the Director of Public Information serves as the chief spokesperson of the District. Key functions include developing and implementing strategic communications plans to advance the college's mission, vision and goals. The department serves the SMC community, media, and the general public including prospective students.

## Vision

The **SMC Public Information Office's** vision is to reflect the college's values and ethos in public communications and to advance the SMC mission, including DEIA, open access, and global citizenship.

## Mission

The mission of the **SMC Public Information Office** is to conduct institutional communications through the highest journalistic integrity and PR ethics, and ensure that the SMC brand remains strong and evokes trust.

## Values

The **SMC Public Information Office** upholds the values of journalistic integrity, a commitment to empathy and truth, and ethical public relations practice.

## Internal and External Partners

The **SMC Public Information Office** collaborates with many departments across the campus. Key departments include Marketing/Institutional Communications, Superintendent/President's Office, Enrollment Development, Emergency Operation Team, and Senior Staff. Key external partners include communications staff at City of Santa Monica, Santa Monica Malibu Unified School District, City of Malibu, Local PIO colleagues, and California Community Colleges Chancellor's Office.

## Contact Details



[www.smc.edu/news](http://www.smc.edu/news)

This website covers nearly all of the public-facing publications under public information. The Marketing webpage houses an editorial guide and awards won.



[Smith\\_Grace@smc.edu](mailto:Smith_Grace@smc.edu)



310-434-4454

## Core Hours



**Monday – Friday: 9:00AM – 5:00PM**

## Key People

Unit/Individual	Ext.	Email	Responsibility
Grace Smith	4454	<a href="mailto:Smith_Grace@smc.edu">Smith_Grace@smc.edu</a>	<b>Director of Public Information:</b> Develops and implements executive communication for SMC. The Director serves as the chief spokesperson of the District. Key functions include developing and implementing strategic communications plans.
Rebecca Sprigg	4280	<a href="mailto:Sprigg_Rebecca@smc.edu">Sprigg_Rebecca@smc.edu</a>	<b>Admin. Assistant:</b> Provides high level executive/administrative support to the Director of Public Info and Superintendent/President's Office. Key responsibilities include budget, interfacing with community, media representatives and the public, setting up meetings, assisting with proofreading, among others.

## Key Departmental Responsibilities:

- Developing and implementing strategic, integrated communications plans to advance the District’s mission, vision and goals
- Developing, planning and administering a comprehensive public relations program utilizing various forms of media
- Overseeing distribution of information to the public utilizing a variety of formats to reach target audiences
- Developing strong relationships with news media. Writes and distributes press releases and media advisories
- Answering or facilitating responses to media inquiries

## Key Departmental Responsibilities cont.:

- Generating feature stories to support the District's image and effectiveness
- Responsible for the maintenance and organization of the District's online newsroom
- Representing the District on designated occasions, including attendance at community meetings and events
- Maintaining standards and quality control of internal and external communications
- Monitoring, collecting, analyzing and distributing press coverage
- Writing a regular District newsletter published and distributed online to reach and inform internal and external audiences and advance the District
- Writing speeches and communications for the Superintendent/President and other college officials for internal and external purposes
- Codifying, maintaining and updating the District's Crisis Communications Plan, as needed
- Editing and revising brochures, publications and annual reports; summarizing and circulating reports of Board actions
- Conferring with administrators, faculty and other employees to obtain appropriate information for publications

## Key Internal & External Links

- Santa Monica College News: [www.smc.edu/news](http://www.smc.edu/news)
- For editorial style guide and awards won: [www.smc.edu/marketing](http://www.smc.edu/marketing)

## Key Events

California Community College Public Relations Organization conferences generally takes place during April/May each year.

## Key Documents

There are various internal protocol frameworks that cover things such as when the college administration comments on external events. The Public Information Office has authored a publicity-accessible editorial style guide for the SMC community, which can be found here:

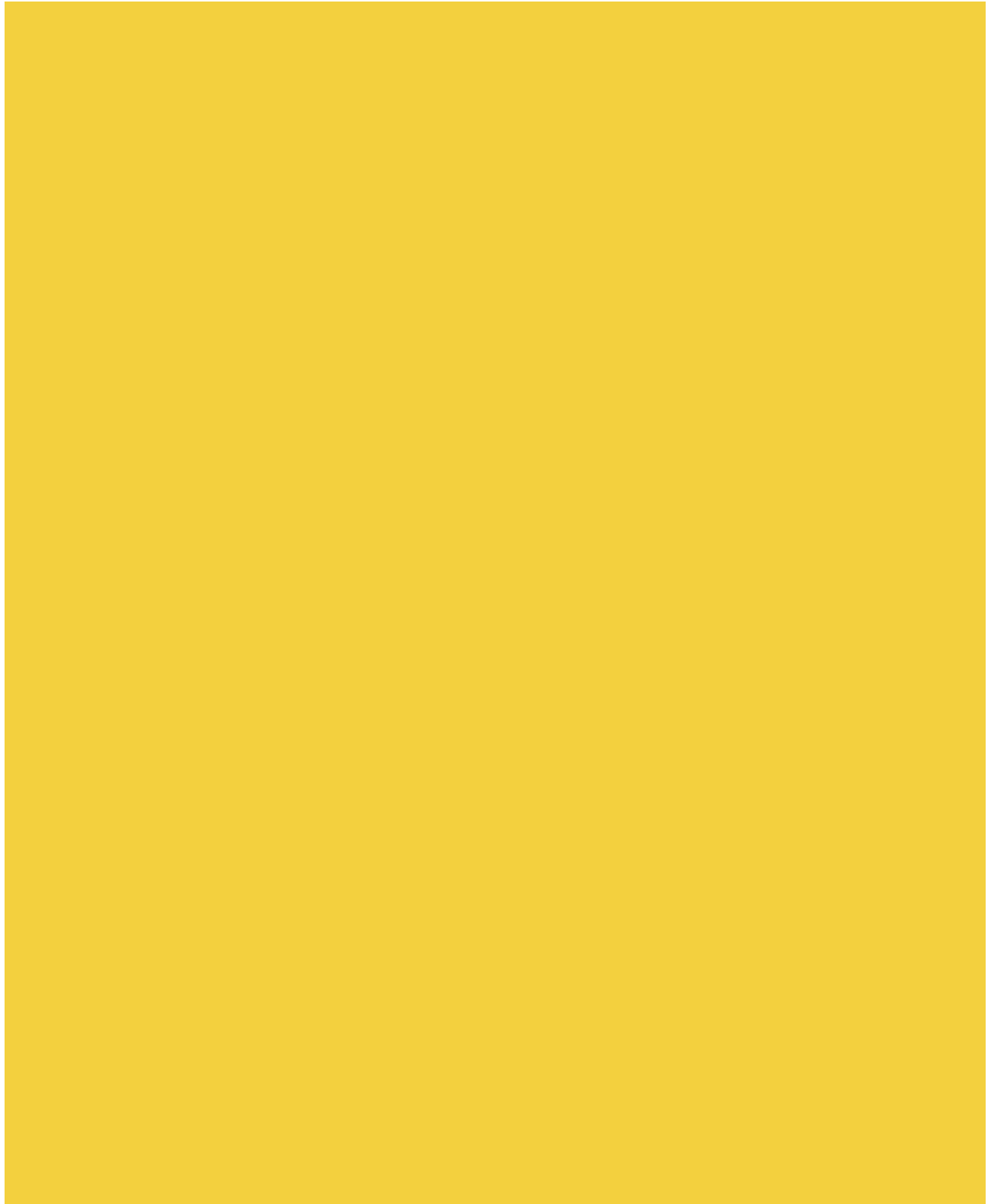
<https://www.smc.edu/administration/marketing/editorial-style-guide.php>

The department follows specific protocols for the release of communication culminating either with the Public Information Office or senior staff, depending on the situation.

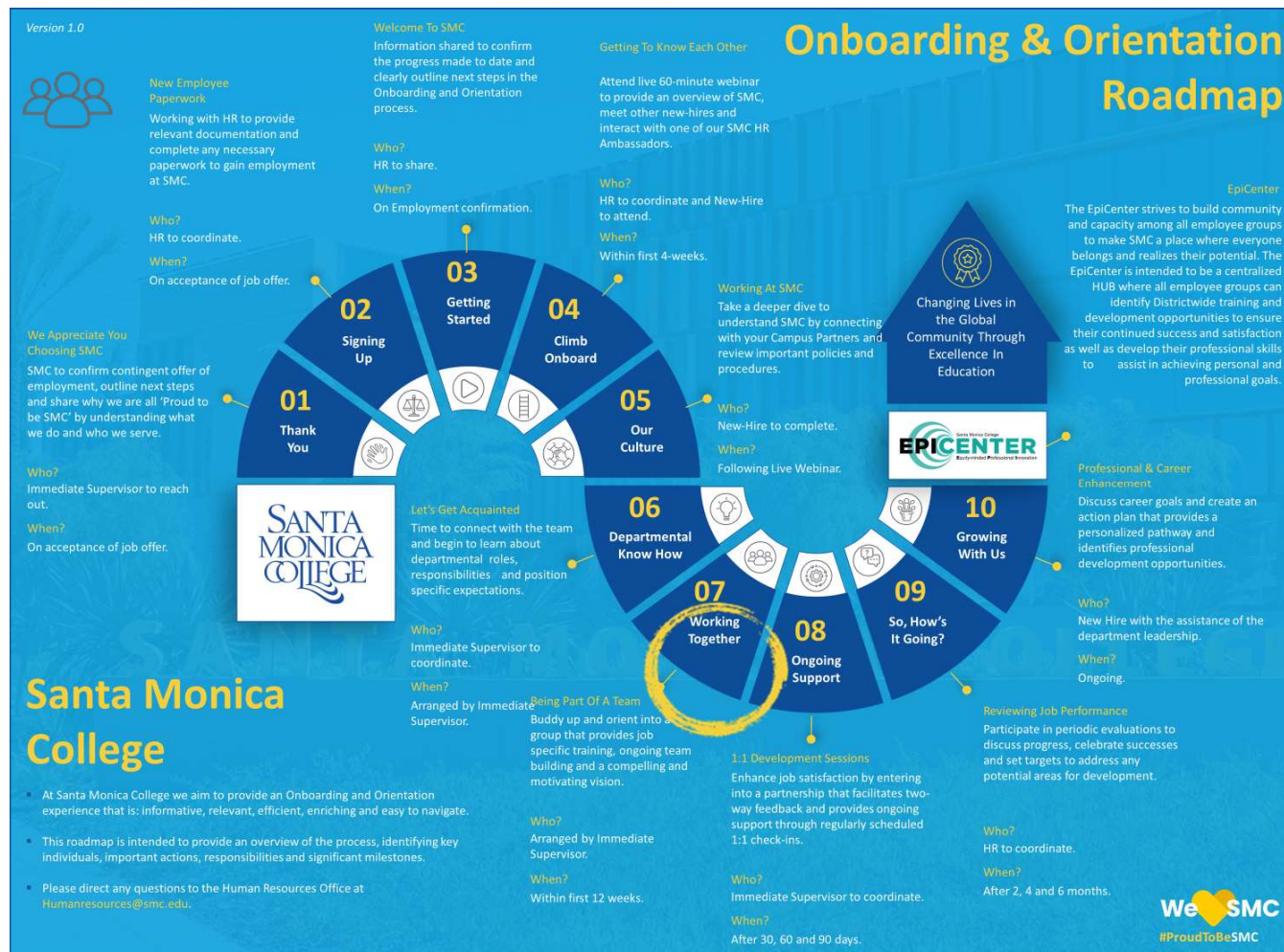
Crisis communications: Each member of the Public Information Office department, Emergency Operations Team, Senior Staff, and other Institutional Communications personnel are provided updates on crisis communication protocol and handbook by the Director of Public Information.



# My Notes



# What's Next



## Working Together

### Being Part of a Team

Buddy up and orient into a group that provides job specific training, ongoing team building and a compelling and motivating vision.

#### Who?

New-Hire

#### When?

Arranged by immediate Supervisor.

An aerial photograph of the Santa Monica College campus, featuring several large, modern, multi-story buildings with flat roofs and extensive glass facades. The campus is surrounded by palm trees and landscaped areas. The entire image is overlaid with a semi-transparent blue filter. The text 'SANTA MONICA COLLEGE' is centered in a white, serif font, with a decorative flourish under the word 'COLLEGE'.

SANTA  
MONICA  
COLLEGE