

ESCC POLICY
Photography and Digital Recording and Usage

Effective Date:

Responsible Office: Institutional Advancement (Director of Development)

I. PURPOSE

To establish Eastern Shore Community College's policy regarding photography and digital recording activities and usage. Issuance serves to notify ESCC students and employees of the policy.

II. AUTHORITY

The President has given the Office of Institutional Advancement the responsibility and authority to establish and apply the college's photography and digital recording and usage policy.

III. APPLICABILITY

This policy applies to all ESCC students, employees, and visitors to campus.

IV. POLICY

ESCC is a public institution and uses photographs, photographic images, names, and audio, digital and video recordings of students, employees, and visitors in common areas of the college in printed and/or electronic marketing materials to advance the mission of the college.

V. PROCEDURES

- By registering at, visiting, or being employed by ESCC and being present in public settings, students, visitors, and employees authorize use and reproduction by the college, or anyone authorized by the college, of any photographs or recordings taken while at ESCC without compensation.
- All photographic prints and digital photo and audio files and recordings shall constitute ESCC property, solely and completely.
- The Office of Institutional Advancement does not attempt to collect photo and recording release forms.
 - Students and employees may choose to exclude themselves from a photograph or recording and may also request that their image not be used in any college-related print or electronic media by contacting the Director of Development in writing.
 - When possible, every effort will be made by the photographer or recorder to notify individuals within the shoot area that photographs are being taken for promotional use.
 - A disclaimer will be included on special event programs (commencement, Heritage Celebration, etc.) as follows: *Thank you for joining us today. Photographs or recordings taken at this event may be used in perpetuity for ESCC and the ESCC Foundation printed and electronic media. If you do not wish your image to be used, please contact (insert name), Director of Development, at (email address and phone number) within two business days.*
 - The individual designated with planning college events at which a photographer or recorder will be present is responsible for ensuring that the disclaimer is included in the event program.
- In the event an individual request his or her photo/recording not be used, the specific photo or recording will be deleted or destroyed.

VI. INTERPRETATION

The authority to interpret this policy rests with the President and is generally delegated to the Director of Development.

Approved:

Linda Thomas-Glover, President

Date