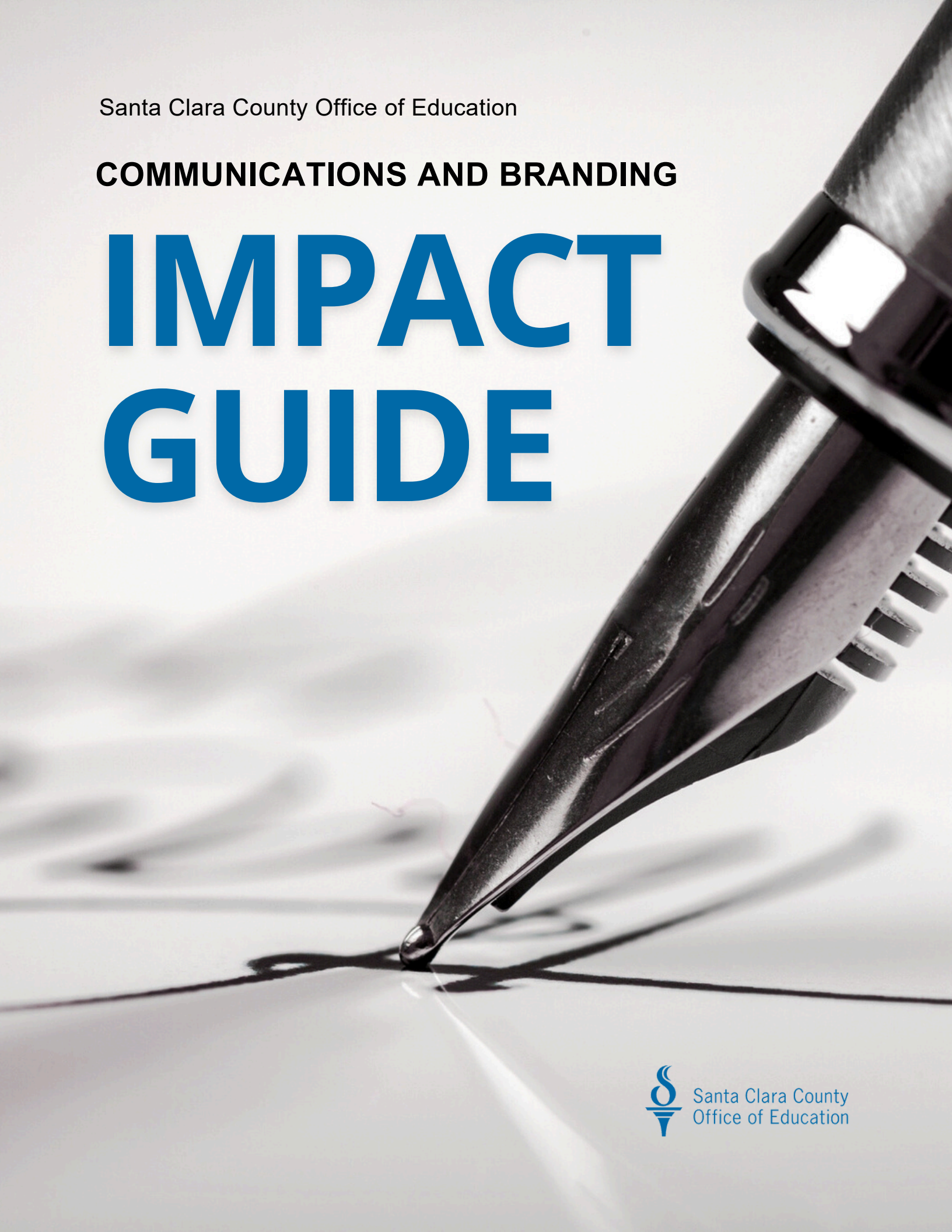
Santa Clara County Office of Education

COMMUNICATIONS AND BRANDING

IMPACT GUIDE



Santa Clara County
Office of Education

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01 BRAND IDENTITY

THE SANTA CLARA COUNTY OFFICE OF EDUCATION

The Santa Clara County Office of Education (SCCOE) is a champion of public education, serving as an exemplary regional resource to students, parents, school districts, community agencies, and businesses.

Working collaboratively with school and community partners, the Santa Clara County Office of Education (SCCOE) is a regional service agency that provides instructional, business, and technology services to the 31 school districts of Santa Clara County.

Mission Statement:
The Santa Clara County Office of Education (SCCOE) is committed to serving, inspiring, and promoting student and public school success.

Goals

- Improve access to innovative high-quality education for all
- Provide quality support to districts, schools, students, and communities
- Be a premier service organization

01 BRAND IDENTITY

ORGANIZATION NAME

The official name of the organization is the Santa Clara County Office of Education. The full name should be spelled out on first reference. In subsequent references, SCCOE is acceptable. The SCCOE Acronym should only be included after the full name in parentheses if the acronym is used in subsequent references.

Referring to the Organization

When verbalizing the SCCOE acronym, the correct pronunciation is to spell out S-C-C-O-E. It is incorrect to say “SKO-EE.”

SCOE/(”SKO-EE”) is the moniker that refers to

- Sacramento County Office of Education
- Sonoma County Office of Education

It is incorrect to refer to the organization as:

- Santa Clara COE
- the COE
- the county office

01 BRAND IDENTITY

OFFICIAL LOGOS

The SCCOE logo is an important part of the organization's branding and identification. No visual element should be allowed to undermine or weaken the organization logo.

Approved logos for collateral materials, electronic communications, and digital presentations are available on the Intranet in “Forms & Templates” under the Public Affairs tab.

The Rectangle Logo is a semi-stacked rectangular image. Best placement on the left or right edge with justified content.

The Horizontal logo is a one-line, horizontal image. Best placement is centered on the top or bottom of a page.

The Stacked Logo is stacked image. Best for a square or vertical space.

Use of Name and Logo Agreement

The SCCOE logo is an official trademark of the Santa Clara County Office of Education. Permission to use the logo outside of official SCCOE publications must be obtained. The logo should never be used for commercial purposes.

Use of name and logo agreement is on the Intranet in Forms & Templates under the Public Affairs tab and must be accompanied by the NO STUDENT CONTACT routing form.

01 BRAND IDENTITY

Do not alter the logos in any way, including changing the font, stretching the logo, rotating, or placing it in colored boxes.

Using flame/torch only is under the discretion of the design team and not to be used without approval from Public Affairs.

LOGO COLOR

Pantone 307

CMYK - C: 100% M: 37% Y: 0% K: 34% | HEX - #0069A7

The preferred treatment of the SCCOE logo is the colored version in Pantone (PMS) 307.

Pure black and white versions may be substituted when necessary.

Avoid the placement of the logo against backgrounds from which it cannot be clearly distinguished or if the background colors do not provide sufficient contrast with the logo compliance with the American Disabilities Act (ADA).

Do not add 3D, or other visual effects, to the primary logo.

Do not combine the primary logo with graphic elements (unless it is with a previously approved department icon).

01 BRAND IDENTITY

Size, Resizing, and Spacing
The SCCOE logo has been designed for readability on digital and print material in a wide range of sizes.

Size
The flame portion of the logo should be no smaller than .375 inches (3/8")

Resizing
When enlarging or reducing the logo, hold down the “shift” key and drag from the corner to retain correct proportions. The logo should never appear distorted. Please contact Public Affairs for assistance.

Spacing
The logo should always have at least 0.25 inches (1/4") of white space between it and any other text or design element. A good reference for this spacing can be found of the SCCOE letterhead.

OUTDATED LOGO(S)

Below are outdated SCCOE logos that may no longer be used.

Locate outdated logos? Update any department content that includes the outdated logo. Contact the Public Affairs Department for further assistance.

01 BRAND IDENTITY

DIVISION and/or DEPARTMENT LOGOS

The County Superintendent of Schools is not currently authorizing the creation of new or updated departmental logos to ensure the Santa Clara County Office of Education is clearly communicated on all printed and digital material.

For SCCOE programs or initiatives that have an existing logo, please contact Public Affairs for guidance. All determinations of whether a logo may be used are subject to approval by the Office of the Superintendent.

LOGO VERSUS ICON GRAPHIC

It is important to understand the difference between a “logo” and an “icon” or “graphic.” A logo is a symbol or wordmark adopted by an organization to identify its work, publications, etc. As such, a logo must be consistent and clearly represent the overall organization. An “graphic,” however, is more flexible, and may change with each campaign or initiative based on the message that is being communicated at that time and the target of that message.

Program Icon

↓

STRONG START

Santa Clara County Office of Education

↑

SCCOE Logo

GRANDFATHERED LOGOS

Select programs and initiatives have approved logos for use. Please contact the Public Affairs Department for more information.

Examples: (this is not a comprehensive list of approved, grandfathered logos)

ARTSPIRATION
EQUITY
CREATIVITY
YOUTH VOICE
SANTA CLARA COUNTY OFFICE OF EDUCATION

my name my identity
A DECLARATION OF SELF

Strategies Professional Development Solutions
INCLUSION COLLABORATIVE

SILICON VALLEY READS

01 BRAND IDENTITY

COLOR STANDARDS

Pantone 307

The official SCCOE color palette is restrained yet sophisticated. The colors complement one another creating continuity for a more easily recognizable brand. The limited SCCOE palette allows the user to create layouts with more depth and intensity without providing a plethora of color options. The primary colors should always be dominant within any design, while the secondary palette should only be used sparingly, as a design element and NEVER alone, by advanced users only.

Tints of SCCOE Blue

HEX #0069a7	#1978af	#3287b8	#4c96c1	#66a5ca
RBG R: 0 G: 105 B: 167	**R: 25 G: 120 B: 125**	**R: 50 G: 135 B: 184**	**R: 76 G: 150 B: 193**	**R: 102 G: 165 B: 202**

Contrast & Color

Find colors that provide maximum contrast, including enough contrast between content and the background, so that text and non-decorative images are legible for anyone with low vision or color deficiencies.

CONTRAST CHECKER
https://webaim.org/resources/contrastchecker/

02 AMERICAN DISABILITIES ACT (ADA) COMPLIANCE

The Americans with Disabilities (ADA) Act of 1990 prohibits discrimination on the basis of a person being disabled. With advances in technology, the Department of Justice passed the Information and Technical Assistance on the Americans with Disabilities Act (ADA) Standards for Accessible Design in 2010. This act mandates that electronic and information technology be made accessible to people with disabilities. Disabled users should have the same experience on websites as a non-disabled user. They must be able to access all content by traditional means, or via assistive technologies such as screen readers.

Who is Responsible for 508 Compliance?

Accessibility is the responsibility of everyone.

- **File Creators and Document Authors -** Individuals who create files that may be distributed through email, posted online, or shared through another electronic format.
- **Supervisors -** Individuals responsible for managing staff, ensure staff understands the importance of accessibility and have access to the training and knowledge that will allow them to fulfill their responsibility for 508 compliance.
- **Web Managers** - Individuals who manage or develop a website.
- **Project and Program Managers -** Individuals responsible for planning a project or managing a program, allow time for 508 reviews and corrections.
- **Contract Officers -** Individuals who write documentation for contracts, include the 508 contracting language, and ensure contractors submit 508 compliant deliverables.
- **Procurement Officers -** Individuals who purchase software or equipment for the organization, follow 508 contracting requirements.

SCCOE Accessibility Statement Webpage
Accessibility Resources
California Department of Education (CDE) Web Standards

02 AMERICAN DISABILITIES ACT (ADA) COMPLIANCE

Fonts

- Contrast between both the background/foreground colors and text colors.
- Select easy to read fonts; avoid small font sizes.
- Limit use of font variations.
- Avoid underlining text as this could be misunderstood as a hyperlink.

Images

Use minimal to no flickering or animated graphic elements.

Tables

Prioritize lists over tables. If it is necessary to use tables, make sure both headers and cell properties are used. The easiest way to ensure accessibility in tables is to give each table an ID and summary which provides the user with an overview of the content.

Links on Digital Content

Rather than including the URL (e.g. https://www.sccoe.org/depts/public-affairs/Pages/default.aspx), it is recommended that a description of the link be provided (e.g. Media Communications and Public Affairs) to inform readers about the type of content contained in the link.

Uploaded Documents

All documents uploaded to a department's website should be ADA compliant, which include Adobe PDF files, Microsoft Word and PowerPoint Presentations. If attaching a PDF file, make sure the PDF file has not been converted from scanned images of books or other sources which are not accessible.

Guidance on Web Accessibility and the ADA

02 AMERICAN DISABILITIES ACT (ADA) COMPLIANCE

From the US Standards Website

"WCAG (Web Content Accessibility Guidelines) ensure that content is accessible by everyone, regardless of disability or user device. To meet these standards, text and interactive elements should have a color contrast ratio of at least 4.5:1. This ensures that viewers who cannot see the full color spectrum are able to read the text."

Contrast & Color

Screen readers do not recognize colors.

Do not use colors to communicate information (e.g., keywords, to indicate a link). Limit use of multiple colors.

Find colors that provide maximum contrast, including enough contrast between content and the background, so that text and non-decorative images are legible for anyone with low vision or color deficiencies.

Best Practices

- Ratio: Text and interactive elements should have a color contrast ratio of at least 4.5:1.
- Color as indicator: Color should not be the only indicator for interactive elements. For example, underline links on hover, or mark a required field with an asterisk.
- Color blindness: Red/green color blindness is the most common, so avoid green on red or red on green. (Think especially about avoiding using red and green for "bad" and "good" indicators).

There are several free online tools to help with color coordination. WebAIM is a recommended free source.

03 COMMUNICATION: STYLE, TONE, VOICE

The goal of all SCCOE communications is to present a clear message targeted at a specific audience in a polished and professional manner. When planning out and drafting messaging, and before committing to a specific element - like website highlight, social media post, or flyer- be sure to determine the following with those involved:

- **WHAT** is being communicated?
- **WHY** is the message/information being communicated? What is the purpose? What is the expectation/preferred outcome?
- **WHO** is the target audience?
- **WHERE** (what medium) am I most likely to reach the target audience — social media, at schools, via email, etc.?
- **WHEN** will the messaging be received? Is the timing appropriate? Will the audience know to stop and pay attention? Is there other messaging that may intercept your objective?

Some people will read every word written. Others will just skim. To help everyone better comprehend the content, group related ideas together and use descriptive headers. Limit excess details and eliminate lofty, artificial language.

Focus the message.

Create an order of information, a type of hierachy. Lead with the main point, or the most important content, in sentences, paragraphs, sections, and pages.

Use plain language

Keep writing simple, direct, and accessible to ensure the content is easy to follow for all readers.

Be concise.

Use short words and sentences. Avoid unnecessary modifiers, and fluffy transitions.

Be specific.

Avoid vague language. Cut the "fluff." Write succinctly and clearly.

Be Positive.

Always write about what things are, or should be, rather than what they are not. Avoid statements that begin with "don't," "not," "just," and "only."

03 COMMUNICATION: STYLE, TONE, VOICE

SCCOE IS
✓ Educational
✓ Values Driven
✓ Collaborative
✓ Positive
✓ Engaging
✓ Friendly/Appropriate
✓ Fun/Enjoyable
✓ Professional/Skilled

The SCCOE's voice is determined and straightforward. Its voice has a confidence that comes from being grounded in thinking about youth first, as well as our collective strength, resilience, and ability to be forward-looking.

The SCCOE is proud to share its accomplishments, as well as its plans for the future. Using tone words as a guide allows the copy developed to reflect the organization's optimism and influencer spirit.

TONE

The SCCOE tone can be flexible, depending on the audience and subject matter. For instance, messaging meant for youth takes a different tone than messaging meant for parents, staff, or professional partnerships. Tone words guide the process of making decisions to help maintain that the SCCOE's message accurately and consistency reflects the excellence it values.

Inclusion: Person-First Language

It is important to use person-first language. Person-first language is a form of linguistic etiquette that honors and welcomes persons with different abilities. It emphasizes the person before the disability.

Example : rather than saying “autistic child”, say “child with autism.”

Countless individuals from various backgrounds, races, social groups, communities, or experiences benefit from person-first language, including people who happen to have physical, emotional, cognitive, learning, or other differences.

04 TYPOGRAPHY AND DESIGN

APPROVED FONTS

The following are approved fonts for use on SCCOE collateral materials (including additional font family weights and styles (bold, italic, etc)

Arial
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890

Calibri
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890

Cambria
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890

Helvetica
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890

Lato
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890

04 TYPOGRAPHY AND DESIGN

LETTERHEAD

All letters and correspondence should be printed on the SCCOE letterhead shown below. County Superintendents and Designees can utilize the SCCOE letterheads.

Selecting Letterhead

The SCCOE letterhead with department name, mail code, and telephone number should be used for external correspondence and formal recognition of SCCOE employees. Letterhead developed for a specific project or grant may be used instead of SCCOE letterhead, but must include a reference to the SCCOE.

Use of Letterhead:

Staff should not use letterhead to write letters of recommendation.

- SCCOE letterhead may not be used by staff writing professional recommendations for SCCOE employees applying for external vacancies or for external professional acquaintances applying for external and internal vacancies.

Exception(s):

- The staff member writing the letter for an SCCOE employee applying for internal vacancies is the supervisor of the employee.
- The HR Division or the County Superintendent, in their official capacity, prepares a letter on letterhead.

For official letterhead templates, please login into the Intranet: https://intranet.sccoe.org/

Select “Forms & Templates” from the red menu on the left > **Click on** “Public Affairs” button > Under “Media & Communications” section, **click on**:

- SCCOE Letterhead (1 page / blank / B&W)
- SCCOE Letterhead (1 page / blank / color)
- SCCOE Letterhead (2 pages / blank / B&W)
- SCCOE Letterhead (2 pages / blank / color)

04 TYPOGRAPHY AND DESIGN

PRESENTATIONS

Just like logo placement, an SCCOE presentation is an important part of the organization's branding and identification.

GUIDELINES

SCCOE staff is to use presentation software platforms like PowerPoint and Google Presentations/slides. The official PowerPoint template for SCCOE is available for download from the Intranet in PPT and PPTX format, as well as in Google Slides. This template provides ample room for text, photos, pictures, and graphs. It is strongly suggested that Calibri or Arial fonts be used for headlines and all other text. The color logo should appear on all slides of your presentation. **Should you require an alternate template, please work with your division head and the Public Affairs Department for approval.**

Cross agency collaborations that may need to accommodate flexibility should be discussed with the Division Chief/Superintendent. Collaborative presentations and corresponding visuals should not undermine or weaken the SCCOE brand.

RECOMMENDED STANDARDS

- Font Type: Calibri or Arial
- Minimum font size for in-person presentation: 24 (body text)

Accessibility over Aesthetics - ensure your presentation is accessible - review ADA Standards for Accessible Design

04 TYPOGRAPHY AND DESIGN

PRESENTATIONS (CONT'D)

Considerations

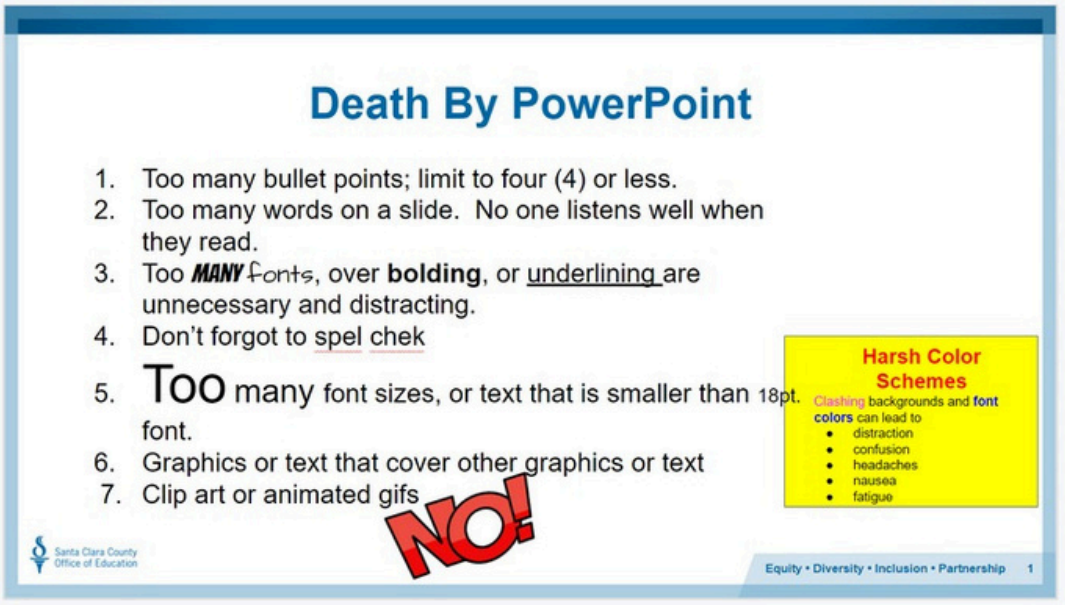
To keep your audience from feeling overwhelmed, you should keep the text on each slide short and to the point. Use the 5-5-5 or the 10-20-30 rule.

The 5-5-5 Rule

No more than five words per line of text, five lines of text per slide, or five text-heavy slides in a row.

The 10-20-30 Rule

Ten slides that last no more than twenty minutes, and contain no font smaller than thirty point.



Visuals

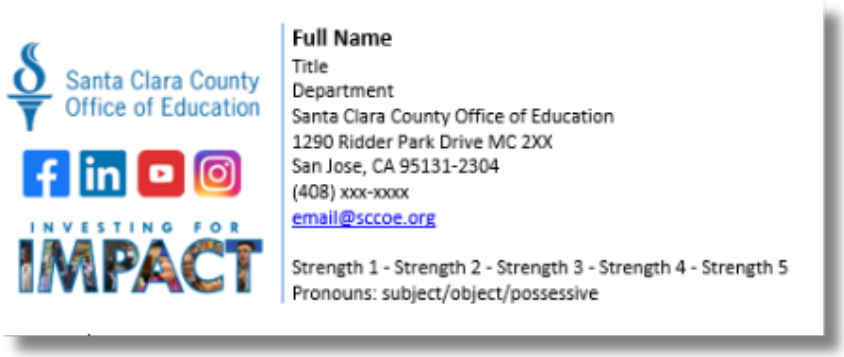
- The preferred aspect ratio size is **16x9** (wide screen, not Standard 4x3)
- Choose readable, accessible colors and fonts
  - Default to large, simple fonts and theme colors, as outlined in this guide.
  - The larger the room, the larger the font.
- Presenting with the lights on? Dark text on a light background is best for visibility.
- Graphics should always relate to the content and should not distract the presentation and/or slides. ***Limited to no*** animation.

04 TYPOGRAPHY AND DESIGN

EMAIL SIGNATURES

An email signature is a simple, yet effective way to brand every message sent. SCCOE email signatures are to be consistent throughout the organization (this includes both Ridder Park and off-site staff). Consistent signatures establish and reinforce the organization's core values, conveys a unified voice, and creates brand recognition to everyone who receives the emails.

Sample:



- The full email signature should be used when communicating with external audiences.
- Do not use a screen capture and insert an image of the branded signature to your email. This method is not ADA-compliant.
- Additions such as quotes and graphics are not permitted and should be reserved for personal email accounts.

For Email Signature Templates and Instructions, please login into the Intranet: https://intranet.sccoe.org/

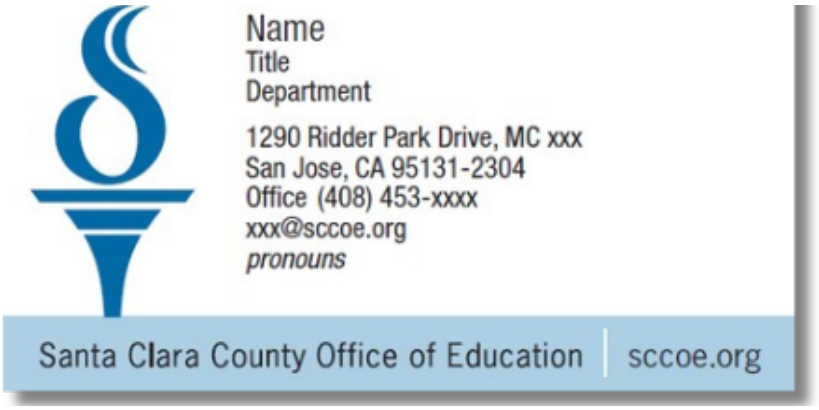
Select "Forms & Templates" from the red menu on the left > **Click on** "Public Affairs" button > Under "Media & Communications" section, **click on**: Sample Email Signatures | Rainbow Logo Email Signatures (Month of June only) | Email Signature Infographic

04 TYPOGRAPHY AND DESIGN

BUSINESS CARDS

Business Cards are an extension of an organization's branding.

Sample:



Business Cards are printed using a formatted template, based on the SCCOE branding. Business Cards cannot be customized outside the options provided on the form.

For Business Card Format and Print Order Form, please login into the Intranet: https://intranet.sccoe.org/

Select "Forms & Templates" from the red menu on the left > **Click on** "Public Affairs" button > Under "Print Services" section, **click on**:

- Business Card Elements
- Print Services Price Sheet

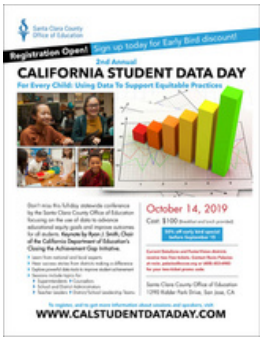
04 TYPOGRAPHY AND DESIGN

FLYERS

Flyers are printed sheets meant to be posted in a public place or private workplace and can be widely distributed through a variety of methods. Flyers are advertisements that raise awareness and are usually informational in nature; they contain a very simple message that can be conveyed quickly. They can also be used to affirm positive behaviors or draw people to an event.

SCCOE has four flyer templates in 8 1/2 x 11" paper size. Each template can be located on the intranet. Flyers must be one of the templates or created by one of the SCCOE's graphic designers.

Please submit a **Public Affairs Project Request** to request to flyer design services or a consultation.



05 MEDIA AND COMMUNICATIONS

GRAPHIC DESIGN

The SCCOE Public Affairs Department includes a graphic design team committed to responding to the needs of our diverse community. The graphic designers deliver strategy-focused materials to meet clients' needs and reach target audiences.

Graphic designers develop visual concepts, physically or digitally, to communicate ideas that inspire, inform and captivate consumers. They create graphics for communications materials that accurately reflect the SCCOE branding, desired messages, and effectively express information while always using an accessibility and racial equity and social justice lens.

Graphic Design Services (but not limited to)

- posters
- catalogues
- charts/graphs
- infographics
- advertisements
- layouts and production designs for
- forms,
- informational items,
- brochures,
- reports, and similar materials

Please submit a **Public Affairs Project Request** to request marketing support services.

05 MEDIA AND COMMUNICATIONS

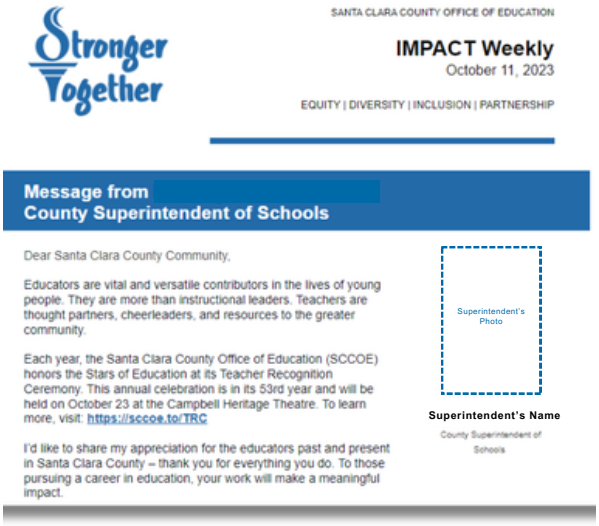
MONDAY MEMO

The Monday Memo is the Superintendent's personalized message sent to all employees within the organization. Disseminated through email, the communication is sent every Monday morning, and includes monthly, weekly, or daily acknowledgments relevant to education, and SCCOE updates and notifications, generally received through project requests.

News, highlights, and shared documents referenced in the Monday Memo can be found on the accompanying Monday Memo Resource Portal. To access, log in with your SCCOE credentials: @sccoe.org email address and password. The portal can also be viewed from a mobile device once logged in.

IMPACT WEEKLY

The IMPACT Weekly is a newsletter distributed every Wednesday to external audiences. The communication is shared as a way to keep the SCCOE community informed and updated about information happening in and around Santa Clara County. The newsletter consists of three general sections: Community News and Resources, District News and Resources, and Health & Wellness.


Stronger Together

SANTA CLARA COUNTY OFFICE OF EDUCATION

IMPACT Weekly

October 11, 2023

EQUITY | DIVERSITY | INCLUSION | PARTNERSHIP

Message from [redacted] County Superintendent of Schools

Dear Santa Clara County Community,

Educators are vital and versatile contributors in the lives of young people. They are more than instructional leaders. Teachers are thought partners, cheerleaders, and resources to the greater community.

Each year, the Santa Clara County Office of Education (SCCOE) honors the Stars of Education at its Teacher Recognition Ceremony. This annual celebration is in its 53rd year and will be held on October 23 at the Campbell Heritage Theatre. To learn more, visit: https://sccoe.to/TRC

I'd like to share my appreciation for the educators past and present in Santa Clara County – thank you for everything you do. To those pursuing a career in education, your work will make a meaningful impact.

Superintendent's Photo

Superintendent's Name

County Superintendent of Schools

Please submit a **Public Affairs Project Request** to request to include department information in the Monday Memo or IMPACT Weekly.

05 MEDIA AND COMMUNICATIONS

EMAIL NEWSLETTERS

Email newsletters should empower and inform the intended SCCOE audience. Here are the most common types of content SCCOE sends by email:

- Regular monthly newsletters
- Automated series
- Event invitations and information about professional learning and networking
- System alerts about changes to functionality or scheduled maintenance
- Internal newsletters

Constant Contact is the only approved SCCOE platform to manage and distribute mass email communications.

What is a Permission Reminder?

A permission reminder explains to your subscriber how exactly they signed up for your list. It's of critical importance to have a good permission reminder because people get a lot of email and often times forget things. Should they forget about how they ended up on your mailing list, chances are they'll mark your emails as SPAM, which could lead to trouble. "You are receiving this mail because you opted in to receive updates from [SCCOE/Department]. Click here to unsubscribe at any time."

Please submit a **Public Affairs Project Request** to request a consultation or support with email newsletters.

05 MEDIA AND COMMUNICATIONS

MARKETING SUPPORT

The SCCOE Public Affairs Department offers marketing and community engagement support to the organization, creating opportunities for public input and meaningful engagement using linguistically and culturally effective strategies.

> Marketing is the function that identifies needs and wants, offers products and services to satisfy those demands, and causes transactions to users in exchange for something of value to the provider.

The Manager of Media and Marketing along with the Community Engagement/Public Relations Specialists are dedicated to providing a link between the SCCOE and the community. The team can assist with:

- Deliberate planning, strategy and goal setting,
- Development of brand identity, awareness, and online reputation,
- Social outreach,
- Promotion of additional projects to support new product launches, and
- Consultation on event collateral.

The team's technical support and guidance with social networking, special events, services, programs, and other assigned related activities can support community relations, school/business partnerships, and community education.

Please submit a **Public Affairs Project Request** to request marketing support services.

05 MEDIA AND COMMUNICATIONS

EVENT COLLATERAL

Event collateral is anything that enhances the experience of the event for delegates, a touchpoint for them to interact with the event. This includes save-the-date postcards, invitations, posters, brochures, leaflets, delegate badges, menus, table place cards, pens, and note pads branded with company logo and company slogan, especially for the purpose of the event.

Event Collateral brings value to your event by:

- Creating brand identity. The design of the event collateral can give the event its
- own unique identity, within the SCCOE brand. The identity helps to set it apart
- from the normal day-to-day brand
- Building a story for the event
- Supporting the SCCOE mission/vision

Event Collateral can take weeks and months to develop; work backwards to determine deadlines for various drafts.

Once you know your final deadline, work backward to determine when drafts of each collateral piece will be due for review. You'll need to give the people responsible for edits and proofs enough time to carefully review each piece and share feedback, as well as give the designer and/or copywriter enough time to update the piece with the revisions shared by the team.

Please submit a **Public Affairs Project Request** to request a consultation for event collateral support.

05 MEDIA AND COMMUNICATIONS

SOCIAL MEDIA

Social Media channels provide the ability to communicate and connect with the community in a quick and casual manner, displaying information in various visual formats that reaches a broad audience. Social media communications must continue to positively uphold the SCCOE brand and represent the highest standards of our digital presence.

The SCCOE Public Affairs Department manages the content, scheduling, and strategy of SCCOE's official social media accounts.

All content should be posted to these accounts only.

Facebook
@SCCOE

Instagram
@santaclarasccoe

Linkedin @santa-clara-county-office-of-education

YouTube
@SCCOEvideo

#WeAreSCCOE is the official SCCOE hashtag and can be used on all platforms.

Interacting with districts and community partners is fundamental to how the social media network works. "Tagging" accounts and using hashtags are powerful tools for facilitation interactions and can help boost the organization's social media presence.

Please submit a **Public Affairs Project Request** to request support with social media content development and posting.

05 MEDIA AND COMMUNICATIONS

TRANSLATION AND INTERPRETATION SERVICES

The SCCOE Public Affairs Department offers translation and interpretation services to assist with communicating with the diverse community of Santa Clara County. Dozens of languages are spoken in the county, with English, Spanish, and Vietnamese being the three most widely used.

Translation vs. Interpretation
the difference between translation and interpretation is that translation focuses on written content and interpretation deals with spoken language in real-time.

Translation Services
are offered for vital county office and school-based documents for public distribution and for our website. Document translation is available in English, Spanish, and Vietnamese. Our primary manual for the Spanish language is the Real Academia Española (RAE). The SCCOE does not advocate for a word-for-word translation but rather a sense-for-sense translation. It is more important for the reader to have an understanding of the meaning within the actual context of the document than to have a word-for-word translation.

Interpretation Services
supports communication during board meetings, IEP, DELAC, and other important oral communication. To ensure that communication is clear, quality, and consistent across the organization, we ask that you use translations provided by Media & Communications Translation Services. The department can also provide assistance in locating translation support for languages other than Spanish and Vietnamese. Be sure to allow time for translations when planning your communications.

Please submit a **Public Affairs Project Request** to request a Translation or Interpretation Services consultation.

05 MEDIA AND COMMUNICATIONS

PHOTOGRAPHY

The SCCOE Public Affairs Department does not employ a full-time photographer. Select staff members have photography experience with professional cameras and mobile devices to support events. Third-party photography services may be employed by the Public Affairs Department.

Please submit a **Public Affairs Project Request** to request photography services.

SCCOE photographs may not be used for commercial purposes, and all requests for photographs will be considered based on the final usage. If you require student, staff, or facility photographs to be included in your self-service collateral designs, please contact: Communications@sccoe.org.

Photography will not be rendered to any entity that portrays SCCOE negatively. Images should reflect the Santa Clara County's diverse population, and should inspire the community to use organization's services.

05 MEDIA AND COMMUNICATIONS

VIDEO PRODUCTION

The SCCOE Public Affairs Department includes a video production team committed to responding to the needs of our diverse community. Staff are here to support the video requester in meeting their goal(s) in producing the video.

Please submit a **Public Affairs Project Request** to request video production services.

SCCOE Service List:

- Closed Captions
- Livestreaming
- Media van remote production
- Motion graphics
- Script writing
- Video and audio editing
- Video and audio production
- Voiceovers

3rd-Party Services

A consultation with in-house services must be completed before contacting 3rd-party services. The Public Affairs Department will provide steps to obtain approval to outsource if they are unable to fulfill the request in-house.

For general knowledge and understanding, check out the "Tips and Best Practices in Video Production" from yosemite.edu

05 MEDIA AND COMMUNICATIONS

VIDEO CONFERENCING, ONLINE MEETINGS, WEBINARS

Video communications software programs are utilized to host meetings and webinars for training and collaboration. Microsoft Teams and Zoom are the approved platforms of SCCOE.

Meeting vs. Webinar

The Meeting and Webinar platforms offer similar features and functionality. However, there are some key differences.

Meeting

Meetings are for collaboration where all participants are able to screen share, turn on their video/audio, and see who else is in attendance. Attendees have the ability to interact via chat or polls. The host can mute/unmute the attendees.

Webinar

Webinars are designed so that the host and any designated panelists can share their video, audio, and screen with view-only attendees. Attendees have the ability to interact via Q&A and chat. The host can mute/unmute the attendees.

Closed Captioning

ZOOM offers closed captioning during meetings and webinars. Participants can turn this accessibility feature on/off at any time during the session. Learn more about how to manage language and accessibility features on Zoom Support Website

CHECKLIST for hosting a virtual meeting or webinar

Virtual Backgrounds

Avoid using generic destination-themed backgrounds. Departments can create their own backgrounds with the SCCOE Logo prominently displayed or utilize the blur background effects on video platforms.

06 STYLE: QUICK REFERENCE GUIDE

This quick reference section is intended to provide reminders of the SCCOE style, so that the organization moves forward with one voice.

NUMBERS

- Numbers less than 10 are written out as words (i.e., one through nine); Numbers 10 and greater use Arabic figures (10 – 999,999).

- Spell out numerals that start a sentence; if the result is awkward, recast the sentence:
  - Twenty-seven detainees were released yesterday.
  - Yesterday, 993 freshmen entered the college.
  - One Exception: A sentence that be
  - gins with a calendar year - 1938 was a turbulent year for Leon.

- Use the % symbol and figures to report any number as a percentage (6%, 22.5%). **Exceptions:**
  - Do not use a figure to start a sentence: write out the number
  - When writing out the number also write out “percent”
  - Use the word percentage when writing in general terms and not referring to
  - a specific numerical value.

- Use Roman numerals for wars, monarchs and Popes: World War II, King George VI, Pope John XXIII
- For large numbers: Use a hyphen to connect a word ending in “y” to another word: twenty-one, one hundred forty-three, seventy-six thousand five hundred eighty-seven.
- Do not use commas between other separate words that are part of one number: one thousand one hundred fifty-five.

06 STYLE: QUICK REFERENCE GUIDE

ABBREVIATIONS

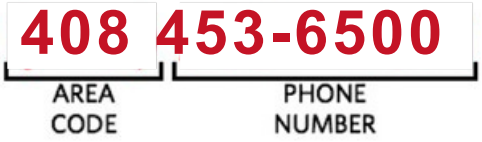
- United States as a noun, United States:
  - The prime minister left for the United States yesterday
- As an adjective, U.S. (no spaces)
  - A U.S. soldier was killed in Baghdad yesterday.

ACADEMIC DEGREES

- Avoid abbreviations.
  - Jane Doe, who has a doctorate in philosophy.
- Use an apostrophe in bachelor's degree, a master's, etc.
- There is no apostrophe in Bachelor of Arts or Master of Science.
- Use abbreviations such B.A., M.A., Ed.D., and Ph.D. only when the need to identify many people by degree on first reference would make the preferred method cumbersome; use the abbreviations only after a full name and set the abbreviations off with commas: Jane Doe, Ph.D., lectured yesterday on ethics.

PHONE NUMBERS

Write a US-based number in standard local formatting: (XXX) XXX-XXXX



DATES

- The basic date format recommended in AP Style:
  - numerals for dates and years
  - US Date Format
- Capitalize months:
  - When a month is used with a specific date, abbreviate only Jan. Feb., Aug., Sept., Oct., Nov. and Dec. (e.g. Oct. 4 was the day of her birthday.)
- When a phrase refers to a month, day and year, set off the year with commas (e.g. Aug. 20, 1964, was the day of the meeting).

06 STYLE: QUICK REFERENCE GUIDE

TIME

For times, use figures in running text, except for noon or midnight.

- The class meets from 10:30 a.m. to noon. (However, in catalogs, schedules, and tabular materials, 12 a.m. or 12:00 a.m. may be used instead of midnight, and 12 p.m. or 12:00 p.m. may be used instead of noon.)

Lowercase a.m. and p.m., separate from the figure with a space, and set off with periods.

- 11 p.m., 12:45 p.m., 10 a.m.
- Avoid redundancies such as “10:30 a.m. Tuesday morning,” “7 p.m. tonight,” “12 noon,” “12 midnight.”
- In tabular material, be consistent when designating minutes, even if the time falls on the hour: 2:30–4:00 p.m. (Note the use of the ‘en’ dash in the preceding example.)
- Use a colon to separate hours from minutes (e.g. 2:30 a.m.).

DATE

When giving date or time ranges in running text, spell out the words - from, to, and between.

- She attended college from 1986 to 1990.

Use the en dash: 2012 - 13 academic year.

For the sake of parallel construction, the word to—never the en dash—should be used if the word from precedes the first element in such a pair.

- She attended college from 1998 to 2002 (not from 1998–2002).

The word and—never the en dash—should be used if the word between precedes the first element.

- They met between 10 a.m. and 5 p.m. (not between 10 a.m.–5 p.m.).

07 MEDIA INQUIRIES AND PUBLIC AFFAIRS

For assistance with projects or to request a consultation, please submit a **Public Affairs Project Request**

All media releases, and media advisories, and/or request for statements must be approved by Public Affairs Department, with the exception of the County Superintendent of School's Office in the Executive Services Division. The Public Affairs Department shall confirm the reporter credentials and coordinate between the County Superintendent of Schools, members of the Cabinet, and/or various departments order to provide a response.

If you are contacted directly by the media, please forward the call or email to the Public Affairs Department and wait for approval before responding.

Communications@sccoe.org
phone#: 408-453-6514

Santa Clara County Office of Education