



TITLE: Communication and Marketing

EFFECTIVE: February 1, 2012

LAST REVIEW: January 3, 2018

LAST REVISION: January 3, 2018

Policy No: 10.003.3

Introduction

SOWELA Technical Community College communicates and markets its brand both in-house among faculty and staff and outside with business, industry, and community members to strengthen the brand.

Policy Statement

This policy is designed to define the procedures for requesting advertising, graphic design, and general marketing inquiries. The purpose of this policy is to ensure that all marketing and communications initiatives are uniform and adhere to the brand standards of SOWELA Technical Community College.

Every member of the SOWELA team is a brand advocate. Therefore, it is important that the brand image and message be consistent in reflecting the mission and values of the College.

Procedures

Advertising, merchandising and promotional materials and technologies

All advertising and promotional materials and the technologies used to disseminate them must reflect and add value to the brand of SOWELA Technical Community College.

1. Faculty and staff should contact the Advancement Office regarding the development of advertising and promotional needs. Please contact the Institutional Advancement Coordinator with details of your project and questions regarding production.
2. Advancement Office approval is required prior to production of any advertising and promotional initiatives and collateral materials.

Graphic Design Requests

Graphic Design requests include but are not limited to announcements, newspaper ads, banners/signage, brochures, business cards, catalogs, class schedules, flyers, invitations, letterhead, logos, photography, merchandise, and social media.

1. Complete the Graphic Design Request Form (The form is located in the STCC portal under Shared Documents). NOTE: Be sure to allow ample time for the

- production of design requests.
2. Email all graphic design requests to the Advancement Office with the completed Graphic Design Request form attached to your email. Contact information is provided on the form.
 3. The Advancement Office will monitor the graphic design requests and will determine the appropriate create resource to be used.

Webpage Updates and Design

1. Please send webpage requests to help.desk@sowela.edu.
2. Requests will be reviewed and approved either through the Institutional Advancement Office or through the Information Technology Department prior to implementation by the Webmaster.

Source of Policy: Office of Institutional Advancement

LCTCS Policy Reference: #4.003

Responsible: Administrator: Executive Director of Institutional Advancement LCTCS Guideline Reference: NA

Related Policy: LCTCS

Approved by: _____


Chancellor

Date: 2-5-18