



ADMINISTRATIVE PROCEDURE

TITLE: Communications and Marketing

ADMINISTRATIVE PROCEDURE # 3950

RELATED TO POLICY # 3950 COMMUNICATIONS AND MARKETING

A. Visual Identity

Graphic standards are developed and revised to stay current with best practices and changing technology. The graphics standards document is located on the UCC Intranet (MyUCC) in the Communications and Marketing section. The College supports two official logos (UCC and RiverHawks) that present a consistent and clear identity. Logo guidelines and graphics standards are developed and implemented to maintain and enhance the College's visual brand recognition.

B. News Media

1. Interactions involving official College representation, such as interviews and tours, with news reporters must be coordinated by the Office of Communications and Marketing. Staff must direct all inquiries by news reporters to this office before any interaction occurs. Staff may not represent the College in any way unless designated to do so by the Office of Marketing and Communications or the College President.
2. Staff members with newsworthy information who would like to reach out to news outlets and/or the community should fill out a work order located on the Communications and Marketing job request webpage.

C. Marketing Materials

1. All marketing materials must be developed by, or in cooperation with, the Office of Communications and Marketing. Work orders must be submitted with clear and complete information. A lead time of two weeks must be accounted for but quick turn-around times can be accomplished in cases that involve important and unexpected College business such as: events, accreditation, federal mandates, dignitary visits, etc.
2. Templates have been developed for staff use in order to create a variety of promotional materials. Templates are published on the College intranet.

D. Website

The Office of Communications and Marketing is responsible for designing and creating pages on the College website, and for the website's overall maintenance and security. Through a shared effort, web editors are identified and trained to help support individual department and programs to maintain and update content on respective webpages.

E. Social Media Channels

Official social media channels are managed by the Office of Communications and Marketing. In most cases, it is not necessary for College departments, programs, clubs, and groups to create their own social media presence. Official social media channels should be used to promote the College. College departments, programs, clubs, and groups must consult the Office of Communications and Marketing before creating any social media presence that represents the College.

F. Video Production

To maintain a high level of professionalism and compliance with individual permissions and federal copyright laws, any video that represents the College must be produced in conjunction with the Office of Communications and Marketing.

G. Mass Electronic Communications

Electronic communications for College marketing purposes such as email newsletters and promotions must be coordinated with the Office of Communications and Marketing. Mass electronic communications related to ongoing College business (e.g. bill payments, financial aid application, class registration) do not have to be coordinated with this office; it can be consulted for editorial and creative purposes.

H. Training

Periodic training during fall in-service, employee orientation, and other times will be provided to help staff represent the College in a professional manner. Training will cover topics such as logo usage, graphic standards, web editing, and social media. Department supervisors will determine who should be trained.

RESPONSIBILITY:

The Chief Advancement Officer is responsible for implementing and updating this procedure.

NEXT REVIEW DATE:

DATE OF ADOPTION: 4/23/2019 by CC

DATE(S) OF REVISION:

DATE(S) OF PRIOR REVIEW: