

Mountwest Administrative Procedure

Advertising, Marketing & Public Relations

This procedure sets expectations for and describes the process for the execution of marketing, advertising and public relations for Mountwest Community & Technical College.

The college requires that all advertising (other than classified ads by Human Resources or College Finance) be reviewed and approved by the Marketing and Printing Coordinator. Approval is required for display and classified advertising in newspapers and other print publications, and for advertising on radio, television, and other venues.

It is of paramount importance that this procedure be followed, without fail, for the continued strong efforts of the college in these areas.

ADVERTISING, MARKETING AND PUBLIC RELATIONS REQUESTS:

All requests for the college to perform any type of advertising, marketing and public relations must be submitted to the Marketing and Printing Coordinator of the college for review and approval. All requests must be submitted in writing. Options for submission include:

1. Memo sent via interoffice mail or hand delivery to the Marketing and Printing Coordinator.
2. Email sent to Marketing and Printing Coordinator.

The format of request should include:

1. Description of project.
2. Deadline of project.
 - a. Every effort should be made to submit your request at least one month prior to deadline.
3. Anticipated budget of project (if known).
4. Anticipated usage of materials (if applicable).
5. Any supporting information.

The Marketing and Printing Coordinator is responsible for managing the college's brand, communications style and visual identity. The Coordinator sets branding, marketing and visual identity policies and oversees the efforts of internal and external individuals and organizations that communicate the college's message and identity, including all academic, non-academic and administrative units, as well as commercial vendors.

All requests for print materials, websites, advertising, media communications and other marketing and communications materials (internal and external efforts) produced by Mountwest Community & Technical College will be reviewed for compliance with branding and visual identity standards before being printed, produced, published or distributed. Upon review, if marketing and communications materials requested by campus offices or departments are not in compliance, the Coordinator will outline the appropriate modifications.

Any public relations efforts will also be handled by the Marketing and Printing Coordinator of the college. All newsworthy information with complete details must be forwarded directly to the Coordinator. Following this procedure will guarantee that the Coordinator is aware of all activities and accomplishments regarding Mountwest.

MATERIAL DESIGN, REVISION AND APPROVAL:

Following approval of request, the Marketing and Printing Coordinator will make the determination where the project will designed and/or managed.

Most likely, all advertising, marketing and public relations materials will be designed or managed by the advertising agency of record for the college. The agency will deliver review of materials within a reasonable time frame in order to meet the approved deadlines set forth for the project.

If, for any reason, the request for the production of the project is outside the advertising agency of record, approval for outside agency or internal efforts for the project must come from the Marketing and Printing Coordinator as well as the President's office.

Effective Date: March 22, 2011

Approved by: Dr. Keith Cotroneo, President

Signature: _____

A handwritten signature in blue ink, appearing to be "K. Cotroneo", is written over a horizontal line. The signature is stylized and cursive.