

## **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 Communications Director. 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 Communications Director of the college for review and approval. All requests must be submitted in writing or online. Options for submission include:

1. Memo sent via interoffice mail or hand delivery to the Marketing and Communications Director.
2. Email sent to Marketing and Communications Director.
3. Fill out the request form at [www.mctc.edu/marketing-communications/](http://www.mctc.edu/marketing-communications/)

*The format of request should include:*

1. Description of project.
2. Deadline of project.
3. Accompanying imagery and graphics if applicable.

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 Communications Director is responsible for managing the college's brand, communications style and visual identity. The Director 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 Director will outline the appropriate modifications.

Any public relations efforts will also be handled by the Marketing and Communications Director of the college. All newsworthy information with complete details must be forwarded directly to the Director. Following this procedure

**Approved & Updated: December 1, 2021 at College Council**

**Effective date: December 1, 2021**

will guarantee that the Director is aware of all activities and accomplishments regarding Mountwest, material design, revision, and approval:

Following approval of request, the Marketing and Communication Director will make the determination where the project will be 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 to meet the approved deadlines set forth for the project.

If, for any reason, the request to produce 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.