

POLICY TYPE: Strategic Advancement

POLICY TITLE: External Marketing Materials

Responsible Administrator: Vice President for Strategic Advancement

Location of Related Procedures: Office of Vice President for Strategic Advancement

The college will establish and maintain guidelines for the development of communications and marketing materials, such as advertising, collateral materials, press releases, and direct mail that will be used to communicate with external audiences for the purposes of recruiting students and promoting or marketing the programs and services of the college.

Guidelines will be developed, distributed and supported by the Marketing and Enrollment Development department. The purpose of these guidelines is to ensure consistent content and design standards for all marketing materials reaching external audiences and to represent the college in a manner that is professional and accurate.

July 1998