MARKETING AND COLLEGE RELATIONS POLICY

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Subject:	Marketing and College Relations Policy	Created:	11/16/2023
Contact:	Director of College Relations & Marketing	Revised:	
Reviewed:			

PURPOSE:

This policy establishes the position for the College and its subsidiaries regarding advertising, marketing, and promotional materials, ensuring the proper and consistent use of the College's brand through voice, tone, and visual elements, in order to meet the strategic marketing goals of the institution.

For the purpose of this policy, "marketing materials" refers to advertising, marketing, communication and promotional materials. This encompasses all written, printed, electronic, or graphic representations utilizing the College's name, logos, trademarks, service marks, or URLs referring to any program, project, service, or operation of Chesapeake College.

For avoidance of doubt, marketing materials also includes any letterhead or print publication, as well as internet sites or postings, including social media sites that publicize the College in any way.

The College Relations and Marketing department is responsible for supporting and promoting Chesapeake College's brand, mission, strategic goals, and initiatives, while maintaining consistency in College communications, both through our messaging and visual elements. The College Relations and Marketing department is responsible for the leadership and oversight of all Chesapeake College marketing and communications. The College Relations and Marketing department is authorized by the Board of Trustees to manage and enforce the Chesapeake College identity system consistently throughout the College.

POLICY:

This policy applies to all programs, departments, staff, faculty, and campuses and centers of Chesapeake College, as well as the Chesapeake College Foundation, Todd Performing Arts Center, Child Care Exchange, and any other subsidiaries of the College. Partners using the Chesapeake College name or logo should also adhere to this policy.

The College Relations and Marketing Department is responsible for enforcement of this policy and can be a resource to the College community for production and design of marketing materials.

Failure to comply with this policy could result in disciplinary action.

Student organizations are exempt from this policy.

A. DEVELOPMENT AND APPROVAL OF MARKETING MATERIALS

Marketing materials may not be published or disclosed to any party for the purposes of printing, publication or internet publication without the explicit approval of the College Relations and Marketing Department. All marketing materials not created by College Relations and Marketing, except recruitment ads formulated by the Human Resources Department, must be submitted to College Relations and Marketing for review and approval not less than three full business days in advance of disclosure to any party for the purposes of design, printing or publication, including internet publication. This includes our community and business partners that may need to use

our logo or name on communications. Any materials that have not been approved are subject to removal.

No entity or individual covered by this policy may engage any external contractor or business for public relations, advertising, marketing, or design without first obtaining the prior consent of College Relations and Marketing. In addition, all marketing media purchases, such as billboard, print, radio, and online advertising must be coordinated through College Relations and Marketing.

B. USE OF CHESAPEAKE COLLEGE NAMES, MARKS, AND LOGOS

The identity system of the College must be applied consistently throughout all College communications, including in print, digital, display, broadcast, and electronic formats. The production or use of any public materials containing the College's name, logo, and/or related insignia, for all internal or external publicity or promotional purposes, must comply with the College's Brand Style Guide. Examples of such public materials include, but are not restricted to, letterhead, marketing campaigns, advertising, posters, videos, commercials, billboards, merchandise, brochures, displays, magazines, newsletters, apparel, uniforms, promotional items and giveaways, stationery, email and email signatures, vehicle lettering and decals, social media, and web pages.

Therefore, all marketing and promotional materials and communications that contain the College's name and/or logo must be developed or approved by the College Relations and Marketing department using the procedure outlined in this document.

Unless an approved, editable template has been provided by the College Relations and Marketing department, individuals may not use PDF editing software, Microsoft Office software, or image editing software to change or update any previously requested materials.

The Chesapeake College Brand Style Guide provides the only authorized marks and correct usage for the logo system. No other marks or symbols may be used to replace the official Chesapeake College logo system. The use of any text, marks or symbols in conjunction with the Chesapeake College logo must be approved by the Director of College Relations and Marketing. Creation of any new marks must be approved by the Director of College Relations and Marketing.

C. MEDIA INQUIRIES AND INTERACTIONS

The Director of Public Information should be notified, preferably in advance, of any interactions with the media if Chesapeake College is referenced in any way. Media is defined as any public information platform, including but not limited to TV, radio, newspaper, print, broadcast, or digital publication, social media, podcasts, bloggers, authors, etc. If an employee is approached personally as a subject matter expert, please notify the Director of Public Information if there will be media interaction where your position at the College is mentioned. The Director of Public Information will ensure clear, timely, coordinated, and consistent College messaging. Exceptions are made for the release of information pertaining to data on athletic teams and events, which will be handled by the Athletic Director or their designee.

All ideas or suggestions/initiatives for contacting the media shall be approved in advance by the Director of Public Information. Conversely, the Director of Public Information should be immediately notified if occurrences could attract media attention.

In order to ensure accuracy, consistency, and compliance with public information regulations, public statements involving College policy, official position, staff, or students may not be released by an employee without consultation with the Director of Public Information.

In the event of a crisis or emergency situation, the Director of Public Information will manage all contacts with news media and will coordinate information flow from the College to the public. In such situations, all College departments should refer calls from news media to the Director of Public Information. The Director of Public Information will work with the Crisis Management Team to coordinate the subsequent release of information to news media and the public. Social media posting in the midst of a crisis can be dangerous and is strictly prohibited.

Information pertaining to personnel appointments will not be released until after Board of Trustees action confirming appointments made by the President, unless specifically authorized by the President or one of the vice presidents.

News media representatives, other journalists, photography, video, and audio crews must seek advance authorization from the Director of Public Information to enter classrooms, laboratories, or similar facilities for reporting, photography, or video/audio recording purposes. Media representatives are allowed in public spaces but are prohibited from entering classrooms, laboratories, etc. without prior authorization. The request must be made in writing and include a specific date, time of arrival and departure from campus, and names of all crew members. Approval for news media access will be determined to ensure there is no compromise of the privacy and safety of students, faculty, staff, or administrators, or potential harm to College facilities or disruption of classes. In the event that media representatives come to campus without prior authorization, please notify the Director of Public Information immediately.

D. SPEAKERS BUREAU

Chesapeake College operates a Speakers Bureau through which affiliates of the College (faculty, staff, trustees, alumni, retirees, administrators, Chesapeake College Foundation Board, and Alumni Association) are available to speak on various topics for the enrichment of the community. Administration of the Speakers Bureau is the responsibility of the Director of Public Information. All speaking arrangements will be initiated by the requester with the Director of Public Information. Chesapeake College does not offer a stipend for these engagements, however if an honorarium is offered, the speaker may keep what is offered by the requester.

E. PUBLICATIONS BY ADMINISTRATORS, STAFF, OR FACULTY

Chesapeake College administrators, staff, and faculty are encouraged to submit articles or other writings to professional journals or other periodicals for publication in print, on the web, or other media. College administrators, staff, and faculty should not, however, represent a policy or practice as that of the College unless the article containing such a representation has been reviewed by the person administering that policy or practice.

Authors of articles about projects financed by outside grants are responsible for knowing and following any regulations regarding publication.

Notification of publications by College personnel should be sent to the Director of Public Information.

PROCEDURE TO REQUEST MARKETING MATERIAL APPROVAL OR DEVELOPMENT:

1. PLANNING AND PREPARATION

The College Relations and Marketing department is a resource for the entire College community and is available to help you develop marketing materials for your event, program, or service. It is important to contact the College Relations and Marketing department for your needs. This procedure is part of a broader strategic process utilized by the College Relations and Marketing department to coordinate efforts for properly marketing the College and its events, programs, and services to ensure we do not miss important opportunities for promotion and/or communication. This process also ensures that the College is meeting accessibility and regulatory requirements.

In order to determine how we can best support your needs, please consider the following:

- Event date/timeline/project due date
- Audience
- Services needed, i.e. print pieces, email, web, social media, etc.
- Project specifics: who, what, where, when, why, how

For assistance identifying an appropriate strategy, schedule a meeting with College Relations and Marketing. Please keep in mind that you are the content expert for your project, program, or event, and we will need as much information as you can provide us in order to appropriately develop what you need.

2. AVAILABLE SERVICES

The College Relations & Marketing department provides a number of services to assist you in promoting your event, program, or service. The following are examples of some of the services we can provide:

Advertising (print/ digital/broadcast)	Highway sign messages	Promotional items & giveaways	Social media promotion
Awards & gifts	Event promotion	Photography/Videography	Tablecovers/runners
Banners	Event signage	Postcards/Mailings	Targeted campaigns
Brochures/ Rack cards	Flyers/Posters	PDF fillable forms	Uniforms/Apparel
Business cards (print/digital)	Web content (edits/pages/forms)	PowerPoint templates/ slides/presentations	Vehicle wraps/ decals/lettering
Certificates	Invitations	Event programs	Online event registration /ticketing
Copy writing	Email marketing	News or press releases	Vinyl graphics

3. REQUESTING SERVICES

All requests for development or approval of marketing materials must be submitted using the Creative Services Request Form. Please complete all required fields, and provide as much information as you can in order for us to begin working on your request in a timely manner. Alternatively, an email may be sent to marketing@chesapeake.edu.

4. TIMELINE

Requests should be initiated as soon as possible to avoid delays in production. Design/development times are subject to institutional priorities and number of concurrent requests. Production times are dependent upon vendor and product availability, often 2-3 weeks for standard delivery from the date of order.

Small projects, such as flyers or posters, can be completed fairly quickly, but larger projects and advertising campaigns require more time. Please keep in mind that some projects requiring printed materials are dependent upon print vendors production times, often of 2-3 weeks for printing time once the project is designed and approved. Some projects will require additional printing time depending on the type or quantity. Small quantities can be printed in-house and require less print time. We are typically able to help in some way even on tight timelines.

Materials not created by the College Relations & Marketing department must be submitted for approval no less than three business days prior to printing, publication, or distribution.