PASCO-HERNANDO COMMUNITY COLLEGE

INTERNAL MANAGEMENT MEMORANDUM # 7-2

TO:    All Faculty and Staff
FROM:  Katherine M. Johnson, President
DATE:  July 15, 2013
SUBJECT:  Marketing and Promotional Materials Procedures

The purpose of this Internal Management Memorandum (IMM) is to establish procedures regarding College publications, advertising and promotional materials.

All external PHCC print, electronic publications, media releases, advertising, promotional materials and website content processed through the Marketing and Communications office* must be reviewed and approved, in accordance with this IMM, by the Executive Director of Marketing and Communications or designee prior to distribution. In addition, the appropriate President’s Cabinet member or designated administrator must provide final approval of marketing materials. The marketing department reserves the right to prioritize publication and promotional requests based on the needs of the College.

Publications

The office of Marketing and Communications budgets annually for approved College-wide publications and promotional initiatives. In addition, the Marketing will assist with the design and printing of publications for other departments using in-house staff or outside vendors. Payment for outside vendors is the responsibility of the department making the request.

Grant funded projects

Grant-funded program publications, advertising and promotional materials must be paid for by the grant budget. The coordinator of the grant or designee will manage the development of promotional materials, seek appropriate approvals, process purchase orders and invoices and help distribute materials.

Lead time

All projects should be planned as far in advance as possible. Below are the general, minimum lead times for each project type:

a. Print publications: six weeks
b. Media releases, posters, flyers and advertising: three weeks in advance of distribution

c. Outside print job: Additional two weeks. In-house print projects may require less time; however, departments may be requested to supply paper or contribute funds to defray the cost of projects not included in the approved budget.)

d. Major online content: four weeks

e. Homepage and/or social media promotions: three to five work days. Most homepage promotions are prioritized and scheduled weeks in advance. New requests will be accommodated whenever possible on a space available basis.

**Requesting marketing materials**

a. Departments must submit requests for all marketing materials, including those processed by the webmaster, via an online request web page. Extensive content should be submitted in Word format and attached to the request.

b. Print and web content should be drafted, spell-checked, proofread and approved by the designated project coordinator as well as an appropriate member of the President's Cabinet before submission to the marketing department.

**Review process**

The marketing department reserves the right to edit promotional materials in accordance with the PHCC style guide and to enhance marketing effectiveness.

a. The marketing department will provide a final proof for approval by the person designated responsible for the promotional materials and the appropriate President's Cabinet member.

b. The appropriate President’s Cabinet member is responsible for the accuracy of the content of their publications and promotional materials.

c. Verbal requests for changes or approvals may not be accepted.

d. Projects will not be processed until the appropriate President’s Cabinet member provides written approval via email or signed release form.

e. The marketing department will not process changes to marketing materials after final approval, other than corrections approved by the appropriate President's Cabinet member or designee.

f. The marketing department is responsible for making all appropriate corrections requested in the final proof.
Web content managed by the Marketing and Communications department

Web content managed by the web content manager, working with the assistance and guidance of the Institutional Technology department, include: media releases, news items, homepage feature and news items, homepage banners, web page videos/images and electronic documents, social media postings and web pages that do not contain Web order forms or directory/database content. While Intranet requests may be fielded via the online request web page, Intranet posts are the responsibility of the Web Master. Please refer to IMM#1-24 for additional governing rules regarding Web content creation and management.

*Note regarding homepage and social media promotions: Materials that have been approved previously through the review and approval process or submitted to the webmaster for posting on the Intranet, may be promoted on the PHCC website and/or social media platforms, without need for further review and approval.

KMJ/scs

History:

076/04/07 (New)