

Purpose:

The purpose of this policy and procedure is: 1) to ensure consistency in promoting Illinois Central College, its programs, services and events to the external community, which, in turn will build brand equity and a positive image for the college and 2) to provide ICC employees with guidelines and policy for producing printed materials.

Since no policy is exhaustive in detail, any questions should be referred to the Marketing, College Communications, & Customer Relations Department, extension 5599.

Marketing policies reflect management's philosophy and are consistent with the intent of strategic planning initiatives.

A. Applicable to: All employees

B. Responsibility

The supervisor of each department is responsible for ensuring his/her department adheres with this policy.

C. General Policy

All materials that will be distributed to audiences external to the college must be reviewed and approved by the Illinois Central College Marketing, College Communications, & Customer Relations Department.

Definition of External Audience

External audiences include:

1. The community at large;
2. Business, industry, and government constituents;
3. Specific markets selected for targeted advertising, solicitation for events such as seminars, cultural events, educational offerings, etc.
4. All external audiences in which the ICC logo, name, or endorsement is included as part of the communication.

Exemptions

Some organizations and areas associated with ICC have external audiences but have functions that are not part of college day-to-day responsibilities or have their own separate governance structure. These organizations or areas do not need Marketing approval. Their printed materials should be routed to Document Services. Groups that do not need Marketing, College Communications, & Customer Relations Department approval for printed materials include professional organizations in which ICC employees are members and participate in creating newsletters, flyers, brochures, etc. (For example, National Council of Teachers of English.)

Other areas or activities that need not have Marketing, College Communications, & Customer Relations Department approval include:

- 1) Correspondence that occurs among ICC employees and an external audience member as a normal course of an employee's job. For example, *individual* recruitment letters sent by ICC's recruiters or individual proposals to businesses for specific seminars created by the Professional Development Institute do not need to route work through the Marketing, College Communications, & Customer Relations Department, but mass mailings should be reviewed by Marketing. .
- 2) Materials created and sent by the President or Vice Presidents of the college that are sent to external audiences.

- 3) Materials created by students for student audiences should be routed through the Student Activities Department. These materials need not be reviewed by the Marketing Department.

Layout, copy, and design of materials are the responsibility of the Marketing, College Communications, & Customer Relations Department.

Classroom materials, publications for exclusively internal audiences

Other areas and departments hold responsibility for the production of classroom materials or publications meant for exclusively internal audiences. Document Services and Instructional Innovation have separate policies and procedures for accessing their services. A chart at the end of this policy outlines which college department is responsible for what materials.

If materials for external audiences are produced without the approval of the Marketing, College Communications, & Customer Relations Department, funding for materials for external audiences will not be approved or released and the materials will not be mailed or otherwise distributed. Persistent violation of this policy may result in disciplinary action.

D. Guidelines

1. Departments or areas wishing to create external marketing materials should request marketing assistance at least three to six months in advance of when the material is needed by calling or writing the Marketing, College Communications, & Customer Relations Department. (Note: Student organizations must initiate requests through the Student Activities office.)
2. The Marketing, College Communications, & Customer Relations Department will review the request, investigate the market, and assist the area or department in creating a marketing approach. This approach will be shared with the requesting department or area for input.
3. Once the Marketing, College Communications, & Customer Relations Department and requesting department have agreed on the approach, marketing services will develop a budget for the project, a production timeline, a distribution timeline, and an effectiveness evaluation approach. To ensure time to implement the marketing plan and cost-effective production, both the requesting department and the Marketing, College Communications, & Customer Relations Department must adhere to the timeline.
4. Because the Marketing, College Communications, & Customer Relations Department serves multiple clients at any given time, missed deadlines by the requesting department will result in a delay

in the production and distribution of materials. In extreme cases, the project may not be produced due to insufficient time that makes production impossible or the cost of production exorbitant.

5. Requesting departments are expected to assist in the evaluation of marketing efforts through such means as tracking phone calls, counting business response cards, counting website hits, etc.
6. When the production of printed or other materials exceeds \$10,000, the project must go to bid in accordance with Purchasing Department requirements. Bids information must be submitted at least three months in advance of the anticipated delivery date. Quantities, number of pages, number of inks, and other specifications cannot be changed once the bid is released.
7. The requesting department is responsible for proofing all materials and ensuring that all names, phone numbers, addresses, etc. are accurate and current and to validate that mailing lists are accurate and up-to-date. After use of the materials, the requesting department will be asked to report on the effectiveness of the materials.
8. Marketing materials for external audiences must be approved as part of the college budget. Departments or areas will submit marketing budget requests as part of the annual budgeting process. Marketing projects that have not been approved as part of the annual budget will be reviewed on an individual basis by Cabinet.

E. Chart

A chart of marketing and other services appears on the next page.

Chart of Writing, Design, and Production Services Offered at ICC

Three main areas support writing, design, and production services at Illinois Central College. Each offers specific services for different audiences. To determine the appropriate department to contact for services, please refer to the description below:

External Audiences

If the material you want produced will be distributed to:

- The general public
- Business, industry, government, or civic groups
- Prospective students and their families
- The media
- Combinations of internal **AND** external audiences

Then you must contact: *The Marketing, College Communications, & Customer Relations Department, 694-5599.*

Marketing provides the following services:

- Writing of original copy
- Editing copy
- Logo development
- Writing and sending news releases
- Writing and sending all campus emails
- Writing and distributing ICC periodicals, including all college newsletters such as ICC Today, Staff & Faculty News. (Student publications, such as the Harbinger, are not produced by the Marketing Department or subject to this policy.)
- Designing and printing brochures, flyers, posters, tickets, etc., designed and printed
- Designing and placing advertising. (Marketing will not create classified ads, but will provide templates for these ads to Human Resources, which has responsibility for classified advertising)
- Developing and implementing marketing plans
- Placing information put on the ICC Web Site Home Page
- Coordinating signage for sign standards (for events that involve external audiences)
- Developing and procuring giveaways for external audiences
- Layout and printing of college business cards

Related Services Covered Under Separate Policy:

- Writing and distributing news releases
- Generating media support and interest
- Scheduling and purchasing electronic and print advertising
- Handling media calls
- Producing official ICC newsletters
- Scheduling and coordinating ICC special events
- Providing information and guidance through the college main information number (694-5-ICC)

Marketing does not produce classroom materials.

All materials going to external audiences must originate in Marketing for funding to be approved and distribution, including mailing, to occur.

Internal Audience

If the material you want produced will be distributed to:

- ICC students
- ICC faculty and staff
- ICC sponsored professional organizations

contact Document Services, 694-5244.

Document Services provides the following services:

- Designing flyers, brochures, certificates, newsletters, programs, posters, and other promotional materials
- Designing and procuring giveaways for programs and events
- Designing logos and graphics
- Designing PowerPoint presentations for non-classroom use

- Preparing tests, handouts, syllabi, and other instructional materials
- Preparing reports, handbooks, manuals, and other institutional material
- Archiving electronic college files for reference
- Posting tests to Blackboard
- Compiling electronically instructional materials for Bookstore course packets
- Preparing and managing databases (Access, Excel) to coordinate mailings through Mail Services
- Coordinating distributions

- Printing and copying
- Printing color documents and color transparencies
- Printing forms

- Producing roadway and hallway directional signs
- Laminating materials

Classroom Audience

If the material you want produced will be for:

- ICC faculty use in the classroom

contact Brandy Thatcher, Instructional Graphic Designer; 694-5306.

The Instructional Graphic Designer provides the following services:

- Creating original illustrations for classroom materials
- Creating original graphics for classroom materials
- Creating classroom PowerPoint presentations
- Creating web or complex PowerPoint animations
- "Cleaning up" graphics/illustrations for classroom materials
- Designing graphics for online course sites and/or web sites..
- Creating multimedia or interactive graphics, including graphics and illustrations suitable for PowerPoint
- Creating the masters for classroom audiovisuals. Production of such materials in large quantities will be accomplished by Word Processing

The Teaching and Learning Center can also provide faculty with instruction in using tools and technology to design and develop classroom instructional materials for themselves. Contact Patrice Hess in the Teaching and Learning Center at 694-5295 or visit the TLC in 240A on the East Peoria Campus for more information.