



## ADMINISTRATIVE PROCEDURE

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**TITLE: Communications and Marketing**

**ADMINISTRATIVE PROCEDURE # 3950**

**RELATED TO POLICY # N/A**

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### A. Visual Identity

Graphic standards are developed and revised to stay current with best practices and changing technology. The graphics standards document is located on the UCC Intranet in the Communications and Marketing section.

1. The College supports one official logo (The UCC Riverhawk mark combined with the words Umpqua Community College) that present a consistent and clear identity.
2. Logo guidelines and graphics standards are developed and implemented to maintain and enhance the College's visual brand recognition.
3. Additional logos that represent the business of the College are created, approved, and maintained by the Office of Communications and Marketing.

### B. News Media

1. Interactions involving official College representation, such as interviews and tours, with news reporters must be coordinated by the Office of Communications and Marketing. Staff must direct all inquiries by news reporters to this office before any interaction occurs. Staff may not represent the College in any way unless designated to do so by the Office of Marketing and Communications or the College President.
2. Staff members with newsworthy information who would like to reach out to news outlets and/or the community should also coordinate with the Office of Communications and Marketing.

### C. Marketing Materials

1. All marketing materials must be developed by, or in cooperation with, the Office of Communications and Marketing. This includes flyers, brochures, website content, email marketing, videos, logo merchandise, and social media strategies.
  - a. Project requests must be submitted with clear and complete information.

- b. A lead time of two weeks must be accounted for but quick turn-around times can be accomplished in cases that involve important and unexpected College business such as: events, accreditation, federal mandates, dignitary visits, etc.
2. Templates have been developed for staff use in order to create a variety of promotional materials. Templates are provided by the Office of Communications & Marketing.

#### **D. Website**

The Office of Communications and Marketing is responsible for designing and creating pages on the College website, and for the website's overall maintenance and security.

1. All website content must be developed by, or in cooperation with, the Office of Communications and Marketing.
2. Web editing access levels will vary depending efficiencies and technical ability.

#### **E. Social Media Channels**

Official social media channels are managed by the Office of Communications and Marketing. In most cases, it is not necessary for College departments, programs, clubs, and groups to create their own social media presence. Official social media channels should be used to promote the College.

1. College departments, programs, clubs, and groups must consult the Office of Communications and Marketing before creating any social media presence that represents the College.
2. At least one Communications & Marketing contact needs to be an administrator on each social media accounts to ensure College control over the life of the account.
3. It is the responsibility of the account owner to maintain and monitor their own content and answer public questions with oversight from Communications & Marketing.

#### **F. Video and Graphics Media Production**

To maintain a high level of professionalism and compliance with individual permissions and federal copyright laws, any video or graphics media production that represents the College must be produced in conjunction with the Office of Communications and Marketing.

#### **G. Mass Electronic Communications**

1. Electronic communications for College marketing purposes such as email newsletters and promotions must be coordinated with the Office of Communications and Marketing.
2. For transactional email such as bill payments, financial aid application processes and class registration do not have to be coordinated with Communications & Marketing on a regular basis.

3. Consult with Communications & Marketing for initial editorial and design.

#### **H. Training**

Periodic training during fall in-service, employee orientation, and other times will be provided to help staff represent the College in a professional manner. Training will cover topics such as logo usage, graphic standards, web editing, and social media. Department supervisors will determine who should be trained.

#### **RESPONSIBILITY:**

The Director of Communications & Marketing is responsible for implementing and updating this procedure.

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**NEXT REVIEW DATE: 2029-2030**  
**DATE OF ADOPTION: 4/23/2019 by CC**  
**DATE(S) OF REVISION: 4/5/2023 by CC**  
**DATE(S) OF PRIOR REVIEW:**