

1. Purpose

- 1.1. This policy standardizes production criteria for the College brand image, publications, advertising, public relations, events, promotions and student recruitment

2. References

- 2.1. Council on Occupational Education Handbook of Accreditation
- 2.2. College Catering Policies and Procedures
- 2.3. College Purchasing Policies and Procedures
- 2.4. College Program Review Policy

3. Definitions

- 3.1. **Advertising** – any form of communication intended to persuade an audience to purchase products or services offered by the College. This includes printed, written, photographic, video, electronic or web-based materials. The forms of advertising include broadcast (television and radio), print (newspaper and magazine), outdoor (mall, bus board, billboard), online (search engine optimization and marketing) and interactive (email and text).
- 3.2. **Branding Standards** - the "persona" of the College represented in print and non-print images and includes title, logo, color palette, typeface and page layouts for the purpose of visual continuity and brand recognition.
- 3.3. **Career Advisement** – a counselor that offers potential students personality or behavioral tests to determine the optimal career pathway options for future students.
- 3.4. **College Templates** – a standard document, presentation or piece of literature developed and approved by the marketing department for employees use.
- 3.5. **Customer Relationship Management System** – recruiting software developed to contact, follow-up and convert leads used to track applicants and potential students.
- 3.6. **Day-to-Day Publication Development** – curriculum, fliers, posters and literature printed by the Print and Media Center that follows Public Relations guidelines and templates.
- 3.7. **Event Management** - management of events and conferences on Campus including the brand, identification, target audience, devising the event concept, planning the logistics and coordinating the technical aspects prior to the event.
- 3.8. **Font** - a set of type of one particular face and size.
- 3.9. **Institutional Orientation** – a service provided by Student Services to educate students on the process for payment, scheduling, policies and safety procedures for the College campus.

- 3.10. **Logo** – the symbol, acronym and name that represents the college in print and electronic publications.
- 3.11. **Marketing Request** – an email request to the Marketing Department project to develop a print or electronic publication.
- 3.12. **Media** –television, radio, newspaper, magazine, tabloid, blog, social site or other medium that is submitted to the public.
- 3.13. **Political Party** – an official designation of a group of citizens formed in an official political body.
- 3.14. **Press Releases** - an official statement issued to newspapers giving information on a particular matter by the institution.
- 3.15. **Promotional Merchandise** - articles of merchandise (often branded with a logo) used in marketing and communication programs. These articles may be given away to promote the College, its image, brand, or events.
- 3.16. **Print and Media Center** – the College department responsible for printing, binding and finishing of written materials.
- 3.17. **Public Relations** - the actions of the College to promote good will between itself and the public, community, partners, employees, customers, and stakeholders.
- 3.18. **Publications** – print or electronic literature that is used to educate students, prospective students, employers and other members of the community about programs, classes and services of the college.
- 3.19. **Publications Checklist** – a checklist to ensure College publication compliance with the Council on Occupational Education, American Disability Act, Higher Education Opportunity Act and other regulatory agency information is accurate and meets regulated guidelines.
- 3.20. **Student Recruitment** – the process of persuading consumers to enroll in College programs or classes.
- 3.21. **Social Media** - is media for social interaction, using highly accessible and scalable publishing techniques. Websites include, but is not limited to, Facebook, Twitter, LinkedIn, Foursquare, YouTube, Flickr, Picasa and blogs.
- 3.22. **Slogan** - a short and striking or memorable phrase used in advertising.
- 3.23. **Spokesperson** – a person that speaks on behalf of the institution.
- 3.24. **Vendor Days** –marketing-approved days in which vendors may distribute materials to students and staff on Campus during regularly scheduled days of the week.

4. Roles and Responsibilities

- 4.1. **Bookstore Director** –responsible for the purchase of promotional merchandise, books and program supplies.
- 4.2. **Catering Manager** –responsible for preparing food orders and monitoring necessary preparations for catering requests.
- 4.3. **Controller** –responsible for verify and report tuition, fees, books and supplies costs that are displayed on the website.
- 4.4. **Directors/Managers** –responsible for coordinating with the Faculty, Director of Student Service, and Director of Institutional Quality for web program page updates, as well as approval for involvement in student recruiting events and tours.
- 4.5. **Director of Facility Services** –responsible for approving furnishings for facilities, classrooms, labs and offices. Assists with the development of the Safety Center and Student Resource Center standards.
- 4.6. **Director of Institutional Quality** –responsible for all program web page revisions to ensure the website is within Council on Occupational Education standards.
- 4.7. **Director of Marketing** –responsible for approval of branding guidelines, on-campus advertising, off-campus advertising, public relations, print materials and event management.
- 4.8. **Director of Student Services** –responsible for Student Services and managing time schedules for the website.
- 4.9. **Facilities Assistant** –responsible for scheduling non-training events for the Main Campus and Barlow Building.
- 4.10. **Faculty** – responsible for instructional services to students and providing semi-annual audits to ensure the facilities, equipment and student resources for the classroom and lab are maintained.
- 4.11. **Marketing Department** –responsible for marketing strategy, media buying, photography, video, graphic design, public relations and event management.
- 4.12. **Davis Tech Business Resource Center** –responsible for scheduling rooms and rates for the Simmons Building on the campus of Davis Technical College.
- 4.13. **President’s Council** – the Vice Presidents and the Campus President, who are responsible for approving budget recommendations, capital equipment requests and institutional policies.
- 4.14. **Print and Media Center**–responsible for printing services within the College, excluding desktop printing.
- 4.15. **Public Relations Specialist** –responsible for development of press releases, blogs and social media posts.

- 4.16. **Staff**—responsible for additional assistance with events, tours, and presentations.
- 4.17. **Student Services**—responsible for career advisement, tours, enrollment, orientation and counseling.
- 4.18. **Training Division**—responsible for providing marketing direction and support services for recruiting.

5. Policy

5.1. Brand Image

- 5.1.1. The Marketing Department will develop branding standards related to the College, which includes, but is not limited to, the name, logo, slogan, colors, fonts and visual representation of the College.
- 5.1.2. Under the guidance of the Director of Marketing, the Davis Tech Business Resource Center Director will develop branded items related to the Business Resource Center.
- 5.1.3. The President’s Council will approve changes to the College logo, brand and slogan before it is utilized.

5.2. Publications

- 5.2.1. College publications will be requested through the College Marketing Department and must meet the standards defined in the Publication Requirement Checklist.
- 5.2.2. The College website will serve as the official College publication, and will be readily available to students, prospective students and the public.
- 5.2.3. A publication checklist will be used to ensure compliance with criteria defined by accrediting entities, American Disability Act, Higher Education Opportunity Act and other regulatory agencies.
- 5.2.4. Publications will be ethical and accurate at all times, especially when describing the mission, instructional outcomes, services, student performance expectations and completion requirements of each program.
- 5.2.5. Publications will not guarantee or misrepresent job placement, potential salaries, program costs, program completion, transfer of credit or accreditation status.

5.3. Advertising

- 5.3.1. The Director of Marketing will be responsible for College related advertising, which includes, but is not limited to broadcast, print, outdoor, online and interactive advertising, with the exception of the Davis Tech Business Resource Center.

- 5.3.2. The Davis Tech Business Resource Center Director will be responsible for Davis Tech Business Resource Center advertising, which includes but is not limited to broadcast, print, outdoor, online and interactive advertising.
- 5.3.3. The Human Resource Department will be responsible for all advertising related to the recruitment of faculty and staff for the College.
- 5.3.4. External companies will not distribute printed, written, painted or photographic materials on the College Campus (i.e. interior walls, doors, windows, walkways, roads, posts, waste receptacles, bathrooms, lawn, trees or vehicles) without the written or verbal approval of the Director of Marketing or the Director of the Davis Tech Business Resource Center.
- 5.3.5. Materials distributed on the College campus without approval of the Marketing Department will result in additional costs to the external party for cleanup.
- 5.3.6. Pre-approved companies that meet the campus requirements may distribute materials to students and staff on the College Campus during designated Vendor Days.
- 5.3.7. Materials and/or signs that endorse a political party or candidate for political office will not be allowed on the College campus except when a political party leases facilities for political functions. All literature of a Political party will be removed at the conclusion of their event.

5.4. Public Relations

- 5.4.1. The College will not censor the students or employees' freedom of speech under the First and Fourteenth Amendments of the United States Constitution, and Section 1, 15, and 27 of the Article I of the Utah Constitution.
- 5.4.2. The Director of Marketing will act as the spokesperson and press release writer for the College.
- 5.4.3. The Campus President, Vice Presidents or Director will have the ability to act as the spokesperson for the college for their specific areas, under the supervision of the Director of Marketing.
- 5.4.4. The Campus President, Vice Presidents and Directors will notify the Director of Marketing of these media speaking engagements.
- 5.4.5. Faculty and Staff will get approval from their Director prior to speaking to the media.
- 5.4.6. Derogatory, defaming or confidential statements about the College will not be posted on personal social media posts.

5.5. Campus Events

- 5.5.1. The Marketing Department, Facilities Assistant, Davis Tech Business Resource Center events and Catering Manager will approve event dates prior to scheduling.
- 5.5.2. Marketing of College events, with the exception of Davis Tech Business Resource Center events, will be managed by the Director of Marketing.
- 5.5.3. Marketing of Davis Tech Business Resource Center events will be managed by the Davis Tech Business Resource Center Director under the direction of the Director of Marketing.
- 5.5.4. Requests for food at College events must comply with the College Catering Policy and Procedures and the Purchasing Policy.

5.6. Promotional Merchandise

- 5.6.1. Promotional merchandise will be purchased through the Bookstore as designated in the College Purchasing Policies and Procedures.
- 5.6.2. College related promotions will be managed by the Director of Marketing.
- 5.6.3. The Davis Tech Business Resource Center Director will manage Business Resource Center promotions under the direction of the Director of Marketing.

5.7. Student Recruitment

- 5.7.1.1. All student recruitment advertising will be truthful, and avoid false or misleading impressions of the College programs, services, or employment.
 - Be specific with respect to program admission, course content and graduation requirements.
 - Not imply the guarantee of placement in employment.
 - Not include negative comments directed toward other institutions.
 - Accurately portray physical facilities and educational programs.
- 5.7.1.2. The Marketing Department will be responsible for calls, emails, tours and recruiting activities for the College.
- 5.7.1.3. Student Services will assist the Marketing Department with recruitment activities, which includes, but is not limited to, career advisement, tours, enrollment, orientation and counseling.
- 5.7.1.4. Faculty and Staff will assist the Marketing department with events, tours and presentations, under the approval of the Vice President of Instruction or designee.

6. Procedures

6.1. Marketing Plan Development

- 6.1.1. The Marketing Director in accordance with the allocated budget develops an annual Marketing Plan at the beginning of each fiscal year.

- 6.1.2. The Plan is presented to the President's Council so each respective Vice President can present to their divisions for additional input.
- 6.1.3. Media is selected and purchased at the beginning of the fiscal year and a production schedule is published.
- 6.1.4. A marketing theme is developed by the Marketing Department and presented to the President and Vice Presidents for input and guidance with final approval by the President.
- 6.1.5. Marketing publications are reviewed by Directors to ensure accuracy and truthfulness of the advertising and following approval; production of the annual campaign is developed.
- 6.1.6. Production of marketing projects may be revised in response to evaluation of the success of the campaign.

6.2. Submitting a Marketing Request

- 6.2.1. The requester sends an email to the Marketing Department using "Marketing Request" in the subject field of the email.
- 6.2.2. The Director of Marketing evaluates and approves or rejects the request. If required, the Director of Marketing gets approval from the College President.
- 6.2.3. The Director of Marketing requests any additional information required.
- 6.2.4. The Director of Marketing provides a timeline for completion of the request.
- 6.2.5. The Marketing Department provides weekly notifications to the requestor of project status and any delays in the project.

6.3. Internal College Publications, Advertising, Public Relations and Events

- 6.3.1. The Publication Checklist is updated at the beginning of each fiscal year to reflect changes from regulatory agencies.
- 6.3.2. College employees, who want publications, advertising, web modification or public relations, follow the guidelines outlined in the Publication Checklist.
- 6.3.3. The Marketing Department maintains a file of College publications, public relations and a record of public events.
- 6.3.4. The Director of Marketing is notified of, and responsible for requests for public comment.
 - 6.3.4.1. If unavailable, the Director of Marketing defers to the Campus President, a Vice President, a Director or faculty or staff (under supervision of the program Director) to speak to the media.

6.3.5. An annual calendar is developed at the beginning of the fiscal year to coordinate College events. Individuals interested in scheduling events use the following guidelines:

6.3.5.1. Verify the availability of dates, rooms and any catering services required for the event by contacting the Marketing Department, Northfront Business Resource Center, Catering Services and Facilities Department.

6.3.5.2. Following approval, the requestor arranges the event scheduling, facilities and catering requirements.

6.3.5.3. The requestor submits a Marketing Request for published materials or gets approval for vendor-supplied artwork.

6.4. Davis Technical College Business Resource Center

6.4.1. The Davis Tech Business Resource Center submits publications, advertising and public relations materials using the following guidelines:

6.4.1.1. Items are submitted to the Marketing Department to ensure that the College brand, contact information and branding consistency are properly represented.

6.4.1.2. Items are submitted to the Campus President for final approval.

6.4.1.3. Marketing resources are used for printing and advertising.

6.5. External Publications, Advertising and Participation in College Events

6.5.1. External vendors must contact the Marketing Department for approval to participate in College Marketing events or distribute their company information on the College campus.

6.5.2. All Faculty and Staff will contact the Marketing Department if any materials are left on vehicles or placed on the college campus that they are unaware of.

6.5.3. The Director of Marketing will contact the vendor to remove the materials.

6.5.4. If the vendor does not remove the materials then the proper authorities will be contacted to resolve the problem.

6.6. Promotional Merchandise

6.6.1. Director will verify compliance with the College Purchasing Policy.

6.6.2. Notify the Bookstore of the need to purchase promotional merchandise.

6.6.3. If College graphics are required for the merchandise, the Marketing Department provides the material to the Bookstore.

6.6.4. The Bookstore purchases and delivers the merchandise to the requestor.

6.7. Recruitment

- 6.7.1. Prospective students complete the Request More Information or Request Tour form on the College web site.
- 6.7.2. The form is submitted to the Customer Relationship Management System and the College Call Center Technician.
- 6.7.3. In response to a student request for information, the Call Center Technician submits multiple emails and phone calls to bring the prospective student to the campus for a tour.
- 6.7.4. The Recruiter meets with the prospective student for a tour, advises the student on the enrollment process or helps the student connect with Student Services or Faculty member.
- 6.7.5. Student Services personnel or the program faculty member provides program and career advisement and informs the student of the enrollment process.