



## Kilgore College Marketing, Advertising, and Recruitment Materials

### Kilgore College Marketing, Advertising, and Recruitment Materials Policy

*Approved by and date:*

*Board of Trustees* 08/14/2017

*Executive Leadership Team* 07/31/2017

#### **Policy:**

Kilgore College is committed to providing informative marketing, advertising, recruitment, and promotional materials that accurately represent the institution and its practices and policies. To ensure consistency, accuracy, and integrity in all messaging, the KC Marketing Department will, at a minimum, review and approve all marketing, advertising, recruitment, and promotional materials prior to distribution.

#### **Procedures:**

*Approved by and date:*

*Executive Leadership Team* 11/9/2020

#### Marketing, Advertising, and Promotional Materials:

Departments and/or programs desiring to develop and publish marketing, advertising and/or recruitment materials are expected to follow the standards outlined in the KC Publications and Graphics Standards Manual. Additionally, departments are encouraged to utilize the services of the KC Marketing Department. In situations where a department or program develops its own materials, KC Marketing Department approval is still required prior to printing, publishing, and/or distribution.

The typical process for developing a marketing piece is as follows:

- a. Initial contact is made from a department or group on campus to the Director Marketing concerning a project.
- b. A response to the department is generated that includes a copy to all members of the marketing team who will be involved in the project.
- c. Content is provided by the originating department or organization before design begins.
- d. Once design of project has begun, a scope of the project will be given to the KC Print Shop. The KC Print Shop, in return, will provide all parties with a print schedule.
- e. Marketing, printing, and public relations staff will review draft versions for style, correctness, and accuracy, including proper logo usage, nondiscriminatory statement usage (print publications only), and picture usage.
- f. The marketing staff strives to ensure that the students represented in advertising characterize the diverse nature of the student body and full programmatic offerings of KC. Whenever possible, photos will portray actual students. The staff then secures photo releases of students, if necessary. If students, faculty, or staff are quoted, the quote is attributed to the respective person.

- g. Marketing sends a final electronic proof to the originating department or organization to grant final approval of the project. The KC Print Shop will provide, when appropriate, a printed copy of the project as part of the final approval process.
- h. Printing/publication begins when approval is received.

#### Website:

The KC Marketing Department is responsible for the development and maintenance of the official College website. Individual departments/programs are responsible for providing accurate and up-to-date information related to their area(s). All information published to the website must be reviewed and approved by the Marketing Department.

Faculty and staff are responsible for informing the Marketing Department of any updates, modifications and/or corrections needed.

#### Presentations:

Kilgore College faculty and staff are frequently called upon to present information to outside groups and organizations. All department supervisors must ensure consistency, accuracy, and integrity in all presentations. This shall be achieved via the following:

- a. All college related information and data used in a presentation to external groups or individuals must be retrieved from an official KC source such as the college catalog or official offices (i.e. institutional research, registrar's office, an instructional division dean, or appropriate Vice President, etc.). Estimates, guesses and opinions are not to be used.
- b. All images used must be actual images of KC people or places (i.e. facilities, students, faculty). Furthermore, all images and graphics must adhere to the graphics standards published in the KC Publications and Graphics Standards Manual.
- c. In order to ensure consistency, accuracy, and integrity in messaging, any staff, faculty member, or student delivering a presentation developed by the institution will receive sufficient training and the approval to present by the appropriate department supervisor.

#### Representation of Institutional Accreditation Status:

The institutional accreditation status of Kilgore College is officially published in two locations, the annual college catalog and the accreditation webpage of the college website. If it is necessary to represent accreditation status in any other document such as an application or a report, it must be written as follows:

*Kilgore College is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award the associate degree. Questions about the accreditation of Kilgore College may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC's website ([www.sacscoc.org](http://www.sacscoc.org)).*