

CANADORE COLLEGE
OPERATIONAL POLICY MANUAL

TITLE: Media Communications

EFFECTIVE DATE: February 5, 2013

1. SCOPE

1.1 Authority

This Policy is issued under the authority of the President.

1.2 Application

This policy applies to all staff, students, and suppliers involved in marketing and public relations concerning Canadore College.

2. PURPOSE AND PRINCIPLES

- 2.1 To ensure that all promotional material, branding, communications and advertising required to market the College will be coordinated and processed in an efficient and effective manner.
- 2.2 The College must ensure that all communication materials, social media, web, and advertising publications designed to enhance the College's image and profile are developed in a clear, consistent and coordinated manner. By providing practices and procedures for marketing activities (advertising, publications, recruiting, Web design, news releases) the College will be able to maintain a strong image/brand allowing it to be properly positioned in the educational marketplace.

3. POLICY

- 3.1 All advertising/promotional material as included above is to be produced in coordination with the College's Marketing Department.
- 3.2 All advertising/promotional material that requires the use of the College logo and name must adhere to the Canadore College Graphic Standards Manual and visual identity guidelines.
- 3.3 All requisitions for promotional material, events, advertising, Web design, and social media must be forwarded to the Marketing Department for approval prior to implementation.
- 3.4 All media communication such as news releases, media events, and interviews must be coordinated through the President's Office.

4. ROLES AND RESPONSIBILITIES

4.1 President

4.1.1 The President's Office will approve any events, public relations activities or marketing activities not covered in the annual plan.

4.1.2 The President's Office will approve all press releases and external corporate communications before distribution to the media.

4.2 Vice President, Student Services, Enrolment Management and Recruiting

The Vice President, Student Services, Enrolment Management, and Recruiting will approve the annual marketing/recruiting plan.

4.3 Marketing Department

4.3.1 Marketing has the authority to approve and reject departmental requests for advertising, publications, Web pages, social media, events, and news releases in the interest of both budget considerations and maintaining proper and consistent corporate standards.

4.3.2 The Marketing Department is responsible for the development, coordination and implementation of all advertising, promotional material, recruiting, publications, social media, and Web design related to the marketing of Canadore College.

4.3.3 Marketing, recruiting and promotional plans will be reviewed on an annual basis.

5. EVALUATION

This policy will be reviewed every three years.