

# Marketing and Communications Office

## Service Procedures

### Department Mission Statement

The Sterling College Marketing and Communications Office (MarComm) exists to provide innovative and effective marketing communication strategies that are anchored in integrity and help strengthen Sterling College.

### Responsibilities

The Marketing and Communication Office will:

- Provide accurate and effective marketing materials to assist in the recruiting of students, donors and friends for the College.
- Generate a uniform voice for all news release and print material for the College.
- Assist offices and departments in understanding how to best communicate and market themselves to internal and external constituents.
- Become the inflow and outflow of communication for the College and disseminate information in a timely manner.

### Communication Services

Due to the workload of the department, the MarComm Office cannot assist with projects that do not directly support the departmental mission statement or coincide with the departmental responsibilities, unless specifically approved.

### Service Protocol

We ask that departments submit projects according to the following protocol:

- A MarComm Project Request Sheet must be filled out by the marketing office in conjunction with the respective department. Connect with the graphic designer to get this form completed after speaking with your supervisor. For website related projects, connect with our web marketing manager. All other projects can be sent to [marketing@sterling.edu](mailto:marketing@sterling.edu).
- Only finalized and proofed text (including text approved by your respective department head) should be given to the Marketing office.
  - Unless text writing is part of the project, the MarComm office does not write text for projects. All text must be submitted in its finalized form.
  - If proofing assistance is needed, the text should be given to the office as soon as possible. MarComm office edits are to be seen as 'final' edits.
- The MarComm office will supply a series of proofs. These proofs should be checked and returned in a timely fashion.

### Service Timeline Estimate

Production time varies depending on the service and marketing material requested. The following time-period estimates provide assistance through the planning process. These are, however, *merely estimates*. Please speak with the director of marketing and presidential communications regarding specific projects. The following examples listed are representative of general project categories. The time-period estimations are from the day all information needed for the project is given to the marketing and communications department to the day the project is completed. *All print material estimates include a two-week turnaround from the printer.*

- News Releases – The Wednesday prior to the local paper's publishing date
- Catalogs/Booklets – 2 months
- Posters – 3 weeks
- Brochures – 5 weeks
- Postcards – 3 weeks
- Business cards – 2 weeks
- E-blasts – 5 days
- Reprint of item (with corrections) – 3 weeks
- Reprint of item (with no corrections) – 2 weeks
- Photo shoot – 2 weeks (depending on weather, availability of subjects, etc.)
- Web Assistance – 2 weeks
  - Most web updates should be completed by the departments themselves. If you or your department would like to participate in a training session, please contact us.