



ADMINISTRATION POLICY MARKETING

EFFECTIVE: January 2008
REVISED: February 6, 2013
REVIEWED: February 6, 2013
RELATED POLICIES: Media/Public Relations

POLICY

The Marketing and Communications department coordinates and administers an annual operational plan for marketing and develops appropriate marketing materials to promote Northern Lights College, its programs and partnerships.

Marketing plans and materials are developed in a consistent and coordinated manner that follows the College's strategic plan and objectives, as well as branding guidelines as outlined in the College's Graphic Standards Manual. The objective is to create a consistent visual identity for the College's marketing and promotional activities.

PROCEDURE

All marketing projects are to be coordinated through and completed by the Marketing and Communications department. This is important in assuring an overall sense of uniformity, quality control, cost effectiveness, and public recognition.

It is the responsibility of the Marketing Department, through the Director of Marketing, to ensure the accuracy of content and the quality of all NLC marketing and promotional materials, and coordinate advertising campaigns, the purchase of promotional supplies and the production of promotional materials while adhering to the branding goals of the institution.

How to request production of purchase of marketing materials:

1. Requests for any College marketing materials, regardless of format, are to be submitted to the Director of Marketing by the appropriate Administration Committee member.
2. Requests are assessed and approved by the Director of Marketing, who coordinates production. Approved requests will be completed, with drafts and editing opportunities (as applicable), in conjunction with the requester.

3. Approval of marketing requests will be based on their alignment with the College's Education Plan, Strategic Plan, annual strategic objectives, and annual approved budget.
4. Requests for marketing materials/services should be submitted at least 15 working days prior to the date required. Large projects may require more time for completion. Last-minute requests will be approved and completed as workload and staffing allow.
5. All purchase orders pertaining to any approved request for marketing expenditures will be issued by the Marketing Department.
6. Use of the College logos, name or other graphic elements must adhere to the College's Graphics Standards Manual.
7. Style and design of marketing items and the purchase of promotional materials are at the discretion of the Marketing Department.
8. Promotional giveaway items are to be used for recruiting activities, honouring visiting guests, volunteers or for handouts at community events. Promotional items purchased by Marketing should not be used for staff gifts or rewards.
9. Program and course-related marketing materials will include only information that has been approved by Education Council.
10. Photos to be included in marketing materials must meet resolution standards and be accompanied by signed model release(s) for the individuals in the photo. Marketing maintains a database for model releases, and a person has consented to use of his/her photo, another model release is not required unless that consent has been rescinded.
11. Where possible, the Department will provide templates to be used by individual departments, such as Workforce Training, to produce regular calendar/newsletters. Departments producing their own newsletters/calendars are to submit a draft of their publication to the Director of Marketing to arrange for proofing.