AIMS COMMUNITY COLLEGE PROCEDURE

Marketing and Communication

Purpose
The purpose of this procedure to ensure external and internal communication about Aims Community College is consistent, accurate and reflects the Aims’ brand. The Communications and Public Information office is the point of contact. Aims employees communicate with a wide range of stakeholders including students, alumni, community members, elected officials, etc. so it is extremely important all ambassadors for the school are using the most up-to-date information, marketing materials and key messages to reflect a positive and accurate image of Aims. This procedure is not for instructional material.

Advertising
1. Advertising for Aims Community College can be placed only with prior notification and consent from the Communications and Public Information office. This office will provide recommendations and creation of all marketing and advertising campaigns for the College and its departments (Except for basic classified and legal notices that are coordinated through the Office of Human Resources).
2. All external advertising must:
   a. Include the Aims primary logo
   b. Follow the brand and writing style guides
   c. Include the Equal Opportunity Notice
   d. When applicable, include the Gainful Employment Notice
   e. Include aims.edu website address and all locations, including online
   f. Be reviewed by the data team for accuracy
   g. Include a unique URL/tracking return on investment
3. All contracts for public relations, advertising, marketing, design or related services (“marketing contracts”) must be submitted to Legal Affairs for review and approval.
4. The Communications and Public Information office has a budget to manage overall college wide enrollment campaigns. When individual departments wish to advertise outside of the enrollment campaigns, the department is responsible for the cost of the advertisement. The President may approve additional advertising through Communications and Public Information office.

Earned Media/Reporters
1. If a reporter contacts you about Aims, you must direct the reporter to contact the Communications and Public Information office for coordination.
2. All press releases and pitches must be initiated and released through the Communications and Public Information office. Submit information via the form at http://www.aims.edu/internal/forms/index.htm.

Printed Materials, e-newsletters, Videos, Radio/TV ads on Aims stations, Promotional Giveaways, Web pages, websites
All materials intended for any type of distribution must go through the Communications and Public Information office for approval.

Related: Social Media Procedure

APPROVED: College Council
Date: August 22, 2016