

SCHOOLCRAFT COLLEGE
18600 Haggerty Road, Livonia, Michigan 48152-2696

COLLEGE MARKETING GUIDELINES

The Executive Director of Marketing and Communications or his/her designee serves as the review/resource person for all materials prepared by College employees or students for dissemination to the general public.

These guidelines apply:

1. The Executive Director of Marketing and Communications and/or designee is responsible for ensuring that all branding and identity guidelines are adhered to in the production of materials prepared by college employees or students for dissemination to the general public.
2. News releases, press conferences, and response to media requests including interviews, or other items will be reviewed and released by the Executive Director of Marketing and Communications and/or by designee unless other arrangements are agreed upon.
3. College initiated paid advertisements including campaigns and media buys will be conducted by or coordinated with the Executive Director of Marketing and Communications and/or designee.
4. Multimedia productions for public distribution including broadcast, online, and social media channels will be reviewed by or coordinated with the Executive Director of Marketing and Communications and/or designee prior to their transmission.
5. Print collateral materials (including but not limited to posters, flyers, brochures, etc.) will be reviewed and approved by the Executive Director of Marketing and Communications and/or by designee prior to being printed or released.
6. Digital messages (including but not limited to those disseminated via web and social media) will be reviewed and approved by the Executive Director of Marketing and Communications and/or by designee prior to being published or released.

Revised—Administrative Committee
February 10, 1981
Retyped—Title Change
October 13, 1995
Revised—Cabinet
October 14, 1996
Retyped-Title Change
September 28, 2005
Proposed-Cabinet
December 3, 2013
Reviewed—VP & CSAO
August 21, 2019