

Policy: 1.03

Marketing Communication

Purpose

Kansas City Kansas Community College is expected to provide accurate and effective marketing and communication that is consistent with our mission and strategic priorities. Key to the success of our communication efforts is approaching all internal and external marketing and communication in a coordinated manner.

Scope

This policy applies to all Programs, Departments and Offices of Kansas City Kansas Community College.

Policy Statement

The Marketing Department is charged with the leadership and oversight of all official college marketing and communication channels. Specifically, any activity related to logos and visual identity, style, advertising, public relations, crisis communication, distribution of mass email, printing and graphic design is subject to this policy.

Materials and Advertising

Departments or individuals needing to develop and publish marketing materials and or recruitment materials are expected to submit a work desk ticket to the Marketing Graphic Design Department. Materials will be created following the standards outlined in the Official Style Guide. Only the Chief Marketing and Institutional Image Officer has authority to purchase and place advertisements on behalf of the college.

In all situations where a department or program develops its own materials, KCKCC Marketing Department approval is still required prior to printing or distribution.

Media

Members of the faculty and staff are free to respond to requests from the media regarding their research, teaching or professional expertise. In such cases, the KCKCC Marketing Department should be notified as soon as possible. Such notification can be important if follow-up inquiries are made with other college personnel to ensure a coordinated, consistent college response. Press Releases are written and provided to the media by the Chief Marketing and Institutional Image Officer or their designee.

Media inquiries should be referred to the Chief Marketing and Institutional Image Officer or their designee if they involve issues of college-wide significance and/or are of a controversial or sensitive nature.

Board Approved: 11/20/2019