



COLLEGE OF THE NORTH ATLANTIC

OPERATIONAL POLICY

TOPIC: MARKETING THE COLLEGE

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| Policy No. | DA-704 | Division | Development/College Advancement |
| Related Procedure | DA-704-PR | Board Policy Ref. | n/a |
| Related Policy | DA-705 | Effective Date: | March 25, 2008 (R1) |

1. PURPOSE AND SCOPE

The purpose of this policy is to define the protocols, procedures and responsibilities governing all activities and initiatives of a marketing nature aimed directly or indirectly at promoting the College, its programs and services.

2. POLICY

It is the policy of the College to maximize its potential through a comprehensive marketing program aimed at local, regional, provincial, national and international clients.

3. PROCEDURE

The Vice-President of Development/College Advancement shall ensure that procedures are developed and implemented in accordance with this policy.

Approval History

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| Approved by President | September 13, 1999 |
| Revision 1 | March 25, 2008 |
| Next Review | March 2012 |