



COLLEGE OF THE NORTH ATLANTIC

OPERATIONAL PROCEDURE

TOPIC: MARKETING THE COLLEGE

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

PROCEDURE

1.0 General Principle

All College employees have a responsibility to act as ambassadors for the College by presenting to all internal and external stakeholders a positive view of the College, its programs, services and activities.

2.0 Types of College Promotion

Use of Logo
Public Awareness Campaigns
Exhibits & Displays
Print Materials - Brochures, Posters, etc
Direct Advertising - Program Vacancies
College Hosted Functions/Events

3.0 Use of Logo

The use of the registered College logo and name on all documents, promotional material, signage and all paraphernalia; e.g., t-shirts, mugs, etc. will be governed by a set of standards which are outlined in a standards manual developed by the Marketing Department. In all instances, use of the logo on such items shall be approved by the department prior to the item(s) being produced.

4.0 Provincial, National and International Image Promotion

4.1 Public Awareness Campaigns

The VP of Development/College Advancement will assume responsibility for all public awareness campaigns.

4.2 Exhibits & Displays

The development of displays (booths, skins, pop-up banners) will be coordinated by the Marketing department with assistance from the manager (or designate) of the division or department requesting the design. Provincial displays will be coordinated by the Marketing department with input from the Learner Services division. All designs will adhere to the standards as defined by the VP of Development/College Advancement in the College's Standards Manual.

4.3 Print Materials

The VP of Development/College Advancement will assume ultimate responsibility; over the design, development, production and distribution of all print materials which will be used to promote College programs and services. The content of such materials will be provided by the manager (or designate) of the division or department requesting the materials. Print materials generally refer to all brochures, posters, etc.

4.4 Publication of Information Articles

Each campus/department should avail of all opportunities to publicize campus/departmental initiatives and activities by submitting articles to educational publications, newspapers, etc.

Coordination and standards for all such submissions will be through the Marketing and Communications office.

5.0 Local, Regional Image Promotion

Campuses may recommend promotional initiatives with a focus on specific campus strengths and projects. The Manager of Marketing and Communications and the Manager of Enrolment and Student Recruitment will be informed concerning all such initiatives. The campus will assume full responsibility for development and implementation of such initiatives including budget commitment, with input/assistance from the Marketing and Communications and/or the Student Recruitment office.

6.0 Direct Advertising - Program Vacancies

Advertising specific programs with the intent to establish, enhance or replace waitlists, to recruit students into new programs, or to fill vacancies in established programs will be monitored by the Registrar, who will coordinate point-of-need advertising through the Publications Officer.

- 6.1 The budget implications for advertising of this nature will be the responsibility of the campus or School requesting such advertising. The Manager of Marketing and Communications will ensure accurate budgetary commitment transactions are executed.
- 6.2 For all programs in the process of being approved, the Dean responsible for this program will obtain permission in writing from the VP of Academic and Learner Services (or designate) to proceed with advertising; a copy of written permission will be forwarded to the Registrar who will follow the procedures as outlined in 6.0.
- 6.3 For all Corporate/Community Education courses/programs, the ad request will be generated by the Chair of Contract Training and Continuing Education and coordinated through the Publications Officer.

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