



COLLEGE OF THE NORTH ATLANTIC

OPERATIONAL PROCEDURE

TOPIC: MARKETING THE COLLEGE

Procedure No.	PA-607-PR	Division	Public Affairs
Supersedes	n/a	Board Policy Ref.	n/a
Related Policies	PA-607 PA-606	Effective Date	October 26, 2021 (R3)

PROCEDURE

1.0 General Principle

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

2.0 Types of College Promotion

Use of approved CNA Logos
 Public Awareness Campaigns
 Exhibits & Displays
 Print Materials - Brochures, Posters, etc.
 Direct Advertising via radio, magazine, television, websites, social media
 CNA Hosted Functions/Events

3.0 Use of Logo

The use of the registered CNA 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, Communications and Recruitment (MCR) 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 Associate Vice-President of Public Affairs will assume responsibility for all public awareness campaigns.

4.2 Exhibits & Displays

The development of displays (e.g., booth skins, pop-up banners, etc.) will be coordinated by MCR with assistance from the manager (or designate) of the division or department requesting the design. Provincial displays will be coordinated by MCR with input from the Student Services Division. All designs will adhere to the standards as defined by the Associate Vice-President of Public Affairs in CNA's [Brand Guidelines](#).

4.3 Print Materials

The Associate Vice-President of Public Affairs will assume ultimate responsibility over the design, development, production and distribution of all print materials which will be used to promote CNA 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 college initiatives and activities by submitting articles to educational publications, online news sites, etc.

Coordination and standards for all such submissions will be through the MCR 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 Communication and the Director of Student Engagement 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 MCR and/or Student Services.

6.0 Direct Advertising - Program Vacancies

Advertising specific programs with the intent to recruit students into new programs, or to fill vacancies in established programs, will be monitored by the Registrar's Office, who will coordinate point-of-need advertising through the Manager of Marketing and Communications.

- 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 Vice-President, Academic 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 Contract Training / Continuing Education courses/programs, the ad request will be generated by the Director of Customized and Continuous Learning and coordinated through the Manager of Marketing and Communications.

Approval History	
Approved by President	September 13, 1999
Revision 1	March 25, 2008
Revision 2	November 4, 2016
Revision 3	October 26, 2021