



Development of Marketing, Advertising, and Promotional Materials

1. PURPOSE

This procedure establishes the guidelines by which marketing, advertising, and promotional material is developed and vetted at Northern Pennsylvania Regional College (“NPRC” or the “College”) prior to distribution.

2. APPLICABILITY

This procedure applies to instructional locations receiving compensation for marketing the college and all areas of the college for which the Marketing and Public Relations Department is responsible for material development.

3. ASSOCIATED POLICIES AND DOCUMENTS

- 3.1 INDX-1110-01: Master Policy Index
- 3.2 CLDR-1110: Policy Review Schedule
- 3.3 NPRC-7415: Marketing, Advertising, and Promotional Material
- 3.4 NPRC-7410: Brand Usage
- 3.5 FORM-7415-01: New Public Course Request
- 3.6 FORM-7415-02: Social Media Post Request
- 3.7 FORM-7415-03: Event Flyer Request
- 3.8 FORM-7415-04: Long-form Copy Request
- 3.9 FORM-7415-05: Website and Hub Request
- 3.10 FORM-7415-06: Business Card Request
- 3.11 FORM-7415-07: Miscellaneous Request

4. DEFINITIONS

- 4.1 The College’s Intranet is an internal communications network developed online through applicable software and requires an employee login to access information published in this platform.

5. PROCESSES, TIMELINES, AND RESPONSIBILITIES

- 5.1 For internal requests, a completed project request form should be submitted at least three (3) weeks prior to the deadline, as practicable, to the Marketing and Public Relations Department via the forms found on the College intranet or website. If the project requires support in writing content, the request should be made no less than six (6) weeks prior to the deadline.
 - 5.1.1 The Marketing and Public Relations department will observe bi-annual blackout periods in their working calendar. Time-sensitive project requests must be made prior to these periods for timely execution. If project requests are submitted during these blackout periods, an increased turnaround time outside of the regular three-to-six weeks should be anticipated.
- 5.2 Some projects may require a strategy meeting prior to submitting a request (i.e., new program launches, new outreach strategy, etc.). If this is the case, contact the Director of Marketing and Public Relations, include a brief description of the project, timeline, and dates you are available to meet. The Marketing and Public Relations Department will explore the request and identify a mutual meeting time to discuss the process.
- 5.3 For projects that are approved and moved into production, the project requestor will collaborate closely with marketing to provide written content or vet content written by the marketing department to be included in the developed material.
 - 5.3.1 The requestor must provide all relevant information and references and approve the final content before publication or design. The Marketing and Public Relations Department may seek additional internal stakeholder input during the development of the written content.
- 5.4 If content is provided by the requestor, the marketing department reserves the right to revise as necessary to be most effective for the audience being written to.
- 5.5 Once final copy is submitted and laid out into final format, no content changes will be made without approval by the divisional vice president, or designee. Only typos are approved at this stage in the process.
- 5.6 The project requestor, respective direct supervisor, Marketing and Public Relations representative, or other designee as deemed necessary will review and provide final approval of all projects.
- 5.7 All drafts provided for feedback and approval should be reviewed within 48 hours of receipt. As much as practicable, drafts will go through a maximum of three rounds of revisions.
- 5.8 Projects that require printing will be quoted by the marketing department through a vetted printing company.
- 5.9 The department supervisor responsible for the budget utilized for printing expenses will be required to approve the quote prior to sending the approved project into print production.

- 5.10 For external marketing by instructional locations who, by contract, are requested to promote NPRC classes as part of their marketing efforts, a request for materials must be made to the NPRC Marketing and Public Relations Department if materials provided to them do not meet their needs.
- 5.11 To the extent possible, please notify the NPRC Marketing and Public Relations Department with anticipated dates of promotion.
- 5.12 Periodic updates of NPRC branding and marketing guidelines for materials distributed by a hub site promoting NPRC will be updated on the NPRC website as necessary.

6. REVIEW STATEMENT

Procedures are reviewed as needed or when the related policy is reviewed in accordance with CLDR-1110: Policy Review Schedule.

7. APPROVAL

Signature on file

Name

Title

Date

Revision Notes: Procedure approved