

Howard Community College

Printed and Digital Content Procedure - 61.03.01

College Policy Number/Title: [61.03 Printed and Digital Content](#)

The office of public relations and marketing at Howard Community College provides services and assistance when the need for printed or digital content is identified to complement the college's public relations, marketing, and enrollment management strategies. The office of public relations and marketing reviews printed and digital content for adherence to established guidelines and best practices in branding, public relations, and marketing communications, as well as consistency in format and quality. Content must be approved before use.

The office of public relations and marketing produces printed and digital content including, but not limited to, the college catalog, college magazine, schedules of classes, advertising, web pages, videos, photography, and social media that serve to promote the college or are intended for internal and external audiences.

Exceptions include instructional materials, research reports and grant proposals, department annual reports, internal committee reports, and materials for a non-HCC entity or group, such as professional affinity groups or conferences.

Production Process

The office of public relations and marketing prioritizes, reviews, and determines approval of content for printed and digital content intended for public distribution to ensure compliance with established guidelines, best practices, and brand, as well as consistency in format and quality.

All requests for printed and digital content services must be reviewed by the originator's supervisor and follow the internal process set up by the originator's respective vice president or president to determine priority, budget, and approval, prior to submitting the public relations and marketing creative services request form to the office of public relations and marketing. The form is available on the portal. The office of public relations and marketing will consult with the originator of the request, develop approach to and scope of work, and set priorities for the project following established public relations, marketing, and enrollment management strategies.

College Logo

The HCC brand guidelines, which are available on the college website, provide direction for the general use and common application of the institutional and athletics (Dragons) logos and mascot (Duncan). All requests for copies of or use of the logos and mascot must be approved by the office of public relations and marketing. The office of public relations and marketing will consult with the athletics director on requests for the athletics logo. The office of public relations and marketing will provide, if appropriate, copies of the logo to the requestor, along with any necessary information to ensure strict compliance with the college's brand.

Effective Date: 04/08/16

President's Office Use: EDPRM