



SUNYADIRONDACK

Policy Title: Promotional Materials
Document #: 4002
Effective Date: 9/28/23
Category: Marketing and Communications
Responsible Office: Marketing and Communications

This policy applies to: Employees

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Summary:

The SUNY Adirondack Marketing and Communications Department is charged with the leadership and oversight of the College's public image and assuring the consistency and quality of that image in all College communications that reach external audiences. Marketing and Communications has developed standards, guidelines, procedures and templates [i.e. presentations and brochures] necessary for the effective management of the College's communication efforts.

Policy:

In accordance with Board of Trustees policy 8.16 Publications, SUNY Adirondack's Marketing and Communications Department is responsible for the creation of all promotional materials including those with co-sponsors to ensure consistency of messaging and adherence to College graphic and visual identity standards.

Definitions:

College. Use of this term explicitly refers to Adirondack Community College and/or the College's legal acceptable short name, SUNY Adirondack.

Image. Perception of an institution based on its values, mission and actions, portrayed through consistent use of messaging, visual imagery including but not limited to logo, text, and colors, and presence in the community.

**Other Related Information:**

Board of Trustees Policy Manual: General, Section 8.16 Publications

<N:\\Policies, Processes, Procedures and Guidelines\\Board of Trustees Policy Manual\\Section 8 General Policies.pdf>

Templates provided by Marketing

N:\\Marketing\\SUNYAdk_2019Templates

Online form for Marketing and Communications Requests

<https://www.sunyacc.edu/marketingrequests>

Use of College Name, Logo and Service Mark Policy #4001 [in development]

Website Content Policy #4003 [in development]

Processes and Procedures:

All promotional materials must be created through the Marketing and Communications Department.

1. The Director of Marketing and Communications sets the design standard for all promotional communication pieces.
2. Employees may be consulted to review content for factual accuracy.
3. Requests for Marketing and Communication assistance is done through a work order process using the online form on the College's website, at <https://www.sunyacc.edu/marketingrequests>, preferably with two weeks advance notice.
4. An acknowledgement of receipt of the request is provided to the requestor.

Forms:

There are no related forms relevant to this policy.

Authority:

Authority to Approve: Vice President for Enrollment and Student Affairs

Responsible for Oversight: Director of Marketing and Communications

History:

This is the first Promotional Materials policy. This policy was approved by the President on 9/14/23.

Review:

Annually in August.

Appendices:

None
