

College Operating Procedures (COP)



Procedure Title: Creating New Marketing Materials
Procedure Number: 02-0207
Originating Department: Studio FSW

Specific Authority:

Board Policy n/a
Florida Statute n/a
Florida Administrative Code n/a

Procedure Actions: Adopted: 3/1/11

Purpose Statement: This procedure identifies the process for gaining approval of all INTERNAL and EXTERNAL promotional, marketing, advertising materials used to support, or promote any area of the College prior to distribution.

Guidelines:

This procedure pertains to all faculty, staff, administration and/or departments of Florida SouthWestern State College. It also pertains to all vendors, partners or outside entities with the intended purpose of promoting any area of the College, both internally and externally. This includes but is not limited to fliers, videos, event programs, announcements, emails, brochures, Graduation Ceremonies, Student Services Events, Financial Aid Awareness, Convocation Events, Special Events, First Year Experience, Orientation, Recruitment, and related web pages, etc. All materials must be created within the guidelines set for the *Graphic Standards, Publications and Branding Manual* (attached).

Procedures:

District, Charlotte Campus, Collier Campus, Lee Campus, Hendry/Glades Center and FSW Online

All projects relating to the promotion of marketing of any College related program or event must be reviewed by the Director of Communications/Public Information Officer prior to publication. The Director of Communications/Public Information Officer will seek final approval by the VP, Institutional Advancement.

Faculty, staff, administration and/or departments are permitted to create marketing materials (this includes but is not limited to: posters, flyers, brochures, programs, direct mail, email, videos etc.) independently from or in coordination with Studio FSW. These materials must adhere to the guidelines set forth in the Graphics Standards, Publications and Branding Manual.