

Marketing Department

Standard Operating Procedures

Purpose

The purpose of this document is to outline and describe the duties, responsibilities, processes and procedures developed for Marketing Department for Iḷisaġvik College.

RESPONSIBILITIES

Defined by positions

The team consists of:

Department Head: **Dean of Administration**

Team member 1: **(Lead) Marketing Manager**

Team member 2: **Design and Communication Specialist 2**

Team member 3: **Design and Communication Specialist 1/Marketing Intern (varies)**

Dean of Administration (Department head):

- Manage budget
- Approve purchases
- Approve external advertising prior to distribution (in addition to President)
- Assist in marketing strategy
- Advocates and provides support during staff disputes or disagreements
- Provides counsel and direction
- Represents marketing to Presidents Advisory Team/highest level executives
- Approves leave/travel requests
- Signs Marketing Manager's timesheets

(Lead) Marketing Manager:

- Oversees and facilitates the College's annual marketing and public relations plan in alignment with the mission and Strategic Plan of Iḷisaġvik College.
- Manages and directs workflow in the marketing department.
- Advises the President, Deans and other Iḷisaġvik employees on marketing and promotional materials.
- Supervises Marketing team members and delegates tasks to the Marketing Team.
- Coordinates and maintains Iḷisaġvik College's overall marketing program, including the design, development, and production of the College's web page, instructional announcements, general

announcements, Iḷisaḡvik College Foundation materials, catalogs, course schedules, annual report, budget presentations, and special projects.

- Directs the design, development, and production of promotional materials, presentations, brochures, and advertisements.
- Assists in disseminating College/community-wide communications via print and digital media.
- Develops, implements and evaluates tactical and innovative marketing and communications strategies that include print and digital media.
- Ensures consistent and optimal branding is maintained throughout all promotional and informational materials produced by the college.
- Coordinates the review process of all promotional and informational material released by the College to the public to ensure that the message is consistent with the College's mission and the information is accurate.
- Works closely with Recruitment, Registration, Instruction, and Workforce Development, Cooperative extension departments to ensure marketing strategy maintains relevancy to the target audience.
- Facilitates press releases and news articles.
- Photographs activities and events and maintains photo database for use in marketing materials.
- Maintains and updates the College website.
- Oversees all social media platforms.
- Communicates with staff, students, College Board of Trustees members, College Foundation Board of Directors members, and community members to gather appropriate marketing information.
- Serves as the College's primary (marketing-related) Public Information Liaison for external organizations and the general public.
- Develops and maintains marketing records, including marketing files, contacts, and Marketing standard operating procedures
- Complies with College policies, procedures and administrative directives, as well as state, federal, and local laws, regulations, and ordinances.
- Ensures the weekly newsreel is up to date and accurate.
- Attends meetings to represent the marketing department. Must attend the following meetings:
 - Cabinet
 - Board of Trustees
 - Graduation Meetings
 - Dean's Council
 - President's reception
 - Any meeting at request
- Is in charge of completing the monthly cabinet report
- Performs other duties as assigned.

Design and Communication Specialist 1 & 2

- Assists in the implementation of the College's annual marketing, public relations and recruitment plan by aligning it with the mission and Strategic Plan of Ilisagvik College.
- Supports workflow in the marketing department as primary designer.
- Assists in maintaining Ilisagvik College's overall marketing program, including the design, development, and production of the College's web page, instructional announcements, general announcements, Ilisagvik College Foundation materials, catalogs, course schedules, annual report, budget presentations, and special projects.
- Assists in the design, development, and production of promotional materials, presentations, brochures, and advertisements.
- Assists in the review of all material released by the College to the public to ensure that the message is consistent with the College's mission and the information is accurate.
- Assists in disseminating College/community-wide communications via print and digital media.
- Assumes primary responsibility for updates and development for college website and all social media channels
- Completes administrative tasks for the Marketing department, including processing purchase and check requests, maintaining and organizing files, updating forms and contact lists, updating Google Calendar, Google Docs, etc.
- Ensures consistent and optimal branding is maintained throughout all promotional and informational materials produced by the college.
- Assists in the review process of all promotional and informational material released by the College to the public to ensure that the message is consistent with the College's mission and the information is accurate.
- Works closely with Recruitment, Registration, Instruction, and Workforce Development departments to ensure marketing strategy maintains relevancy to the target audience.
- Assists in press releases and news articles.
- Photographs activities and events and maintains photo database for use in marketing materials.
- Complies with College policies, procedures and administrative directives, as well as state, federal, and local laws, regulations, and ordinances
- Assists in disseminating College/community-wide communications via print and digital media.
- Ensures consistent and optimal branding is maintained throughout all promotional and informational materials produced by the college.
- Assists in the review process of all promotional and informational material released by the College to the public to ensure that the message is consistent with the College's mission and the information is accurate.
- Maintains and updates the College website
- Communicates with staff, students, and community members to gather appropriate marketing information.
- Serves as one of the College's general (marketing-related) Public Information Liaison for external organizations and the general public.
- Develops and maintains marketing records, including marketing files, contacts, and Marketing standard operating procedures
- Complies with College policies, procedures and administrative directives, as well as state, federal, and local laws, regulations, and ordinances.
- Actively posting on social media platforms.

- Keep the Browerville sign up to date via Signcommand.com
- Work with the media department to update the Ted Stevenson Airport ad as needed
- Performs other duties as assigned.

CREATIVE REQUESTS

Creative Requests are requests from other departments for marketing materials to be designed, printed, and disseminated among the public. We require a minimum two-week turnaround to allow the team time to create the advertising (or request), as well as enough time to make edits and to adequately market /disseminate the ad. Under particular circumstances, we can complete creative requests in a shorter time frame if approved by either the Marketing Manager, the Vice President of Administration, or the President of the college.

Creative request timeline:

- Requests: Request are received in the form of email, word of mouth or other means of communication. They can come from any Ilisagvik employee or the student government.
- Received: Once request is received, they are to be recorded in Ilisagvik.Monday.com, along with any notes given.
- Design and edits: After being submitted into Monday, the marketing manager will assign the task to a team member. Once assigned, the team member will complete the request and email the requester asking for any edits. All emails will be CC'd marketing@ilisagvik.edu - - all designs are to receive final approval from Marketing Manager, the Vice President of Administration or the President of the college.
 - Note: If the advertisement is intended for external channels (i.e. newspapers, TV, magazines etc.) than they MUST receive final approval from the Vice President of Administration and the President of the college
- Final Approval: Once the creative request has been approved by the department, marketing manager, VPA, and the President (when external)it will be disseminated to all appropriate channels

Creative requests usually fall under one of the following:

- ADVERTISEMENTS
- BANNERS
- BOOKLETS
- BROCHURES
- BUSINESS CARDS
- CERTIFICATES
- COURSE/ACTIVITY SCHEDULES
- EVENT PROGRAMS
- FLIERS
- LOGO DESIGNS
- NEWS ARTICLE/PRESS RELEASES

- NEWSLETTERS
- PHOTOSHOTSS
- POSTERS
- SOCIAL MEDIA POST / GRAPHICS
- SWAG AND CLOTHINGS
- WEBSITE EDITS

OTHER RESPONSIBILITIES

Website / Basecamp

- All website edits are preformed by Sundog and can be requested through <https://basecamp.com>
 - All website edits and posting must be approved by the Marketing Manager, Vice President of Administration, or the President of the college

IC Newsletter Emails (www.constantcontact.com)

- A Bi-weekly emailer that is publish by the marketing department through constantcontact.com
- Publishing week timeline:
 - **Monday:** Send an email to all cabinet members asking if they would like to publish anything from their departments with a Wednesday Deadline
 - **Thursday:** In the morning send out a draft email to cabinet asking for edits by Friday at noon
 - **Friday:** Make any requested edits and publish at 4pm. Send to our emailer list, facebook, and all staff/faculty/students

Photography

All team members of the marketing department are responsible for taking photos. After photos are taken, they are to be organized within the Media drive and deleted from the memory card. Please store the camera in its bag and put back all accessories used. Below are things to remember when taking marketing photos on behalf of Ilisagvik College:

- Make a point to take photos of classes and student life often.
- Happy, interested looking students make good photos.
- Make sure all academic programs have photos within their folders every year – schedule a class photoshoot at least once a week.
- Take photos of all college hosted events
- Make sure to have the Media Releases of all non-employee and students that are having their photos taken. If the photo is of a minor you must have their legal guardian sign the Media Release form. Employees who do not want their photos taken and distributed can request a

Media Non-Release form – if an employee has signed a Non-Release form we cannot distribute any media that involves their image.

All photos taken with the Ilisagvik camera and/or during Ilisagvik work hours are the property of Ilisagvik college. The photos can be shared/distributed with the marketing departments written approval. If sharing with a third party business the media can be shared/distributed with the marketing departments written approval and with a Media Release form.

Meetings and Touch-bases

Meetings and frequent touch-base meetings with all departments are an essential part of the marketing office. The marketing manager will assign each team member to several departments to become the point person for those department's marketing needs. Develop a relationship with each assigned department; make sure you are meeting and completing all their marketing and communication needs.

- All touch-base meetings should be scheduled and tracked through the Outlook calendar.
- Turn in notes and creative requests into Monday.com
- Notify the marketing manager about the completion of each department touch-base meeting and how they went.

Branding

The marketing department is responsible for upholding the visual brand standards of the college. For details on current brand standards, please review the *Brand Standards Guide* found in the marketing drive under the folder 'BRANDING'. All departments, marketing materials, social media, and any other materials produced by the college must follow the brand standards. It the job of all team members to monitor and maintain the college's visual brand.

Social Media

The marketing department is responsible for all social media channels and what is published on those platforms. Departments must fill out the creative request form if they want content created and published on any social media platform. All social media posting must be approved by the marketing manager and double checked for any spelling/grammatical errors. The Marketing Department will have a weekly Thursday Social Media meeting to schedule the next week's social media postings. The social media calendar must be approved by the Vice President of Administration by Monday morning. Please read over the Social Media policy found in the *Employee Handbook*.

Institutional Publications Semester Breakdown

For Fall Semester

- Academic Catalog
- Fall Schedule
 - Schedule Design
 - Print and digital version published

- Sounder ad
- Social media ad
- Town flyer ad
- Annual Report (see next section for details)
- Program Handout Booklet update

For Spring Semester

- Spring Schedule
 - Schedule Design
 - Print and digital version published
 - Sounder ad
 - Social media ad
 - Town flyer ad
- Budget Presentation
- Graduation campaign –
 - Invitations (printed and email)
 - Printed diplomas
 - Graduation program booklet
 - Town flyer
 - Sounder ad
 - Social media posting
 - Graduation gift
- Student Handbook
- Employee Handbook

For Summer Semester

- Summer Schedule
 - Schedule Design
 - Print and digital version published
 - Sounder ad
 - Social media ad
 - Town flyer ad
- Summer Camps campaign
 - 11x17 one sided flyer
 - 8.5x11 double sided flyer
 - Print and digital version published
 - Sounder ad
 - Social media ad
 - Town flyer ad
- Fall registration event

ANNUAL REPORT TIMELINE

Startup meeting with Department Heads and President – **October 1st** (Approx. 5 Hrs)

- Discuss theme of Annual Report (Traditionally based on Inupiaq Value)
- Identify Key points and highlights
- Based on Fiscal Year
 - July through June
 - Summer Semester, Fall Semester, Spring Semester
- Set up deadlines and milestones
- Make sure to order paper for in-house printing (receive amount expected to print from the president and the Vice President of Administration)
- Order extra ink and any other printing supplies specifically for annual report printing

Send Call-out for submissions for Annual report- **First Week in October** (Approx. 8 hrs)

- Email department heads and Faculty for highlights in each of their department
 - Letter from President
 - Mission, Vision, and Core Themes
 - Board of Trustees
 - Inupiaq Values
 - Foundational Studies
 - Liberal Arts, General Studies
 - Business, Accounting, & Office Administration
 - Vocational Education
 - Inupiaq Studies
 - Indigenous Early Learning Allied Health
 - Distance Education
 - Student Government
 - Student Success Center
 - Seminar for the Start
 - Student Highlights
 - Pre College Programming (I Know I can, GLIMPSE, College Bound)
 - Summer Camps
 - Workforce Development
 - Cooperative Extension
 - Aglaun Journal
 - Tuzzy Library
 - Graduates
 - Scholarships
 - Enrollment
 - Revenues
 - Grants
 - Donations
 - On The Horizon, Future Goals

- Solicit information **such as**: department highlights, goals, how many students enrolled, declared majors, what classes offered, student highlights
 - Usually takes 3 weeks for those accountable to provide information
 1. Must continually reach out and remind individuals of deadlines
 - Compile **ALL** corresponding emails in folder on Outlook to keep organized

Develop Outline/Storyboard and First Draft-**First Week November** (approx. 37.5 hours)

- Research themes and design aesthetics/developmental planning
- Storyboard layout of design concept
 - Sketch acceptable, as this is tool to be used to flush out concepts and ideas. –*Subject to change*
 - Set up meeting to review! **End of First Week November**
 1. Ensure timeline on track
 2. Review sketches as necessary to ensure theme is going in right direction
 3. Identify potential holes or new ideas
 - Begin to identify photos, graphics, and useful tidbits
 1. Size, color correct, actions, etc.
 - Utilize IR Report to populate data points
 - Print out the first draft to test the printer and color settings

Develop Digital First Draft- **Due end of Second Week in November** (approx. 37.5 hrs)

- Using InDesign, design/develop first digital draft based on storyboard
 - Use graphics, photos, culturally relevant design elements, etc.
- Populate data based on details received from Department Heads **(see Key point #1)**
- Submit completed First Draft as PDF for Review
 - Include President, DOO, and all contributing department heads for initial review to ensure compliance and accuracy/relevancy of content
- Solicit feedback in review by 3 business days

Develop Digital Second Draft – **Due end of Third Week** (approx. 37.5 hrs)

- Implement all comments provided from department heads
- Continue to work aesthetic at Designer’s discretion
- Submit completed Second Draft as PDF for Review
 - Include DOO, and all contributing department heads for second review to ensure compliance and accuracy/relevancy of content
- Solicit feedback in review by 3 business days

Develop Digital **THIRD** Draft-**Due at end of First Week in December** (approx. 37.5 hours)

- Implement any FINAL comments provided from department heads
- Continue to work aesthetic at Designer’s discretion
- Submit completed FINAL Draft as PDF for Review
 - Include DOO, and all contributing department heads for second review to ensure compliance and accuracy/relevancy of content
- Last call for content by 3 business days

Make SEMI-FINAL CHANGES - Due at end of Second Week in December
(approx. 37.5 hours)

- Incorporate FINAL CHANGES, COMMENTS, and FINISHING TOUCHES to design
- Submit FINAL DOCUMENT as PDF for FINAL Review
 - Include President, DOO, and all contributing department heads for FINAL review to ensure compliance and accuracy/relevancy of content
 - ENSURE FINAL QUALITY CHECK-INCLUDE SPELL CHECK AND DATA ACCURACY
 - 1. BE CERTAIN ALL PARTIES SIGN OFF ON THEIR SECTIONS!

After FINAL Review, document considered complete

- Incorporate last minute thoughts and inclusions for the FINAL DOCUMENT
 - Hopefully No changes required
- Sign off from President

Send to printer for production-Day of Winter Break Closure

- Schedule production to run through the Winter Break, to be in hand by Orientation

Expect Final Product upon return from Winter Break