

Electronic Marketing Communications Policy

Policy #

Title: Electronic Marketing Communications Policy

Current Version Approved: [Enter date]

Purpose

The following guidelines are intended to constitute a practical working procedure and basis for internal and external electronic marketing communications at Quinsigamond Community College as conducted by staff, administrators, and faculty. These guidelines are considered a basis for QCC's electronic marketing and publishing initiative. They are not meant to be a comprehensive set of rules but a framework for publishing marketing content which is appropriate and consistent with the messaging and branding of the College as a whole. The goal is to develop a consistent and unified "look and feel" for all of the College's internal and external electronic marketing publications and messages.

The College Marketing Department will be responsible for defining, implementing, and monitoring external and internal marketing communications of a general public nature to ensure it complies with College standards.

Please note, excluded from this policy are the following:

- Communications relating to instruction and course management between faculty and students.
- Communications from staff as they provide services to individual students.
- Communications between individual staff, administrators, faculty, students, and external business/community representatives.

Authority

Quinsigamond Community College Board of Trustees

Definitions

Internal and external electronic marketing communications at Quinsigamond Community College, for the purposes of these guidelines, consists of six separate and distinctive vehicles – the QCC Web Site, Portal, Intranet, Plasma Screens, and Direct Marketing E-Mail. See below for specific definitions of these vehicles as they apply to electronic marketing communications.

Target audiences and definitions for established electronic marketing communication vehicles:

- **QCC Web site** – Designed as a marketing vehicle for the College (per the recommendation of our enrollment consultant Dr. Jim Black and his web team), the QCC Web Site is only for an external audience including, but not limited to, prospective students, employers, and the community at-large.
- **Portal** – The Portal is the student and faculty gateway to QCC's internal electronic campus and is for internal communication only. Target public audiences include current students, faculty, and candidates. *Please note these guidelines exclude content or messages related to coursework, student and faculty instruction, and any academic use by students or faculty.*
- **Intranet** – Often confused with the Internet and the QCC Web site, the QCC Intranet is an internal resource only intended for use by staff, faculty and students. Target audiences are staff, faculty and current students. Content on the Intranet is not for dissemination to a general public audience beyond the QCC campus.
- **Plasma Screens** – Located in the student cafeteria, Hebert Auditorium, and the HLC, marketing messages displayed on the Plasma Screens are for students and must be related to Registration, Orientation, Student Events or Official College business.

- **Direct Marketing E-mail** – For the purposes of electronic marketing communications, Direct Marketing E-Mail is defined as an **external marketing vehicle only**. *Please note, these guidelines **exclude individual e-mail messages** between faculty, students, staff, administrators, outside organizations, or any combination of the former.*
 - Direct Marketing E-Mail is comprised of direct electronic mail for large external audiences regarding, for example, notification about events, orientations, or open houses for prospective students or alumni.

Applicability

This Policy applies to all students, faculty, and staff.

Policy

1. The QCC Web site, Intranet and Portal are official College electronic publications.
2. All content must be approved by the Marketing Department to ensure it conforms to the messaging and branding initiatives of the College and are consistent with the College's standards.
3. Design standards are established by the Marketing Department.
4. Department Managers or their designees are responsible for forwarding accurate and timely content to the Marketing Department for approval and posting. *Time specific information must be submitted to the Marketing Department at least five business days prior to posting. (For other requests, such as content revisions, updates or changes, Department Managers or their designees must consult the Marketing Department to establishing a working timeline for receiving and posting content.)*
5. Target audiences determine placement for all content and messaging by the Marketing Department. (QCC Web Site, Portal, Intranet, Plasma Screens, Direct Marketing E-mail).
 - For example:*
 - *Deadlines for posting grades will be displayed on the faculty calendar on the portal*
 - *Open House announcements will be placed on the News and Events section of the QCC Web Site and the candidate calendar on the Portal. (Please note; the Candidate module on the Portal is not currently active but will be up and running soon.)*
6. The Marketing Department reserves the right to refuse messages that do not meet the College's communications standards or that are not consistent with the branding strategy.
7. Where specific guidelines are not in place, the Marketing Department will determine placement of announcements and content based on the immediacy of the information, the level of impact, the number of people impacted and the target audience.

Procedures

The following procedures apply
QCC Electronic Communications Guidelines. (attached)

Sanctions

Loss of access so as not to impede job function and other sanctions as outlined in the employee handbook and student handbook.

Exclusions

1. Communications between faculty and students that are part of the instructional process are excluded.
2. Communications between staff and individual students that occur as part of the delivery of service are excluded.

Interpretation

Policy questions are interpreted by the Director of Marketing in conjunction with the Chief Technology Officer, Vice President of Enrollment Services, and Vice President of Administrative Services.

The Portal

Information and Procedures:

- Content for the portal is for current students, faculty and candidates **only**. Placement of content is determined by target audience(s) and is made by the Marketing Department.
- Design elements of the Portal are limited by the software and are not subject to change. The Portal will remain consistent with the design elements of the QCC Web site as much as the Jenzabar software allows.
- Portal content (text only) must be submitted electronically and approved by the Marketing Department. (For details on submitting Banner, Announcement and Calendar content see procedures below.)
- Accurate and timely content must be provided by Department Managers or their designees.
- All content (except discussion forum topics) should be submitted electronically to the Marketing Department via the online submission form found on the Intranet. (These forms are currently under construction. Until the forms are available please submit content in a plain text format Word document to the Marketing Department [jfessenden@qcc.mass.edu and vsomma@qcc.mass.edu.]
- In all circumstances not otherwise outlined, the Marketing Department will determine placement of content based on the immediacy of the information, the level of impact, and the number of people it will impact.
- The Portal consists of five publishing areas; banners, announcements, calendar events, links and discussion forums. Banners and announcements are restricted to messages related to Registration, Orientation, Network access and Official College business as defined by the President.

Banners:

- For the purposes of Electronic Marketing Communications, Banners are located on the right of the toolbar and underneath the photo of the HLC.
- Banners are reserved for Official College business as defined by the President, Registration, Orientation, and Network access only.
- Banners must be developed by the Marketing Department.

Announcements:

- For the purposes of Electronic Marketing Communications, Announcements are labeled “announcements” on the Portal.
- Announcements must relate to Registration, Orientation, Network access and Official College business as defined by the President.
- Announcements must be submitted electronically via the online submission form found on the Intranet to the Marketing Department for approval five business days prior to posting and will be posted accordingly. (Current design features will not be altered. Provide text only.) (These forms are currently under construction. Until the forms are available please submit content in a plain text format Word document to the Marketing Department [jfessenden@qcc.mass.edu and vsomma@qcc.mass.edu.]
- Announcements must answer who, what, where, when and why. It must contain, date, time and location of the event and contact information in order to be posted.
- Announcements must contain a brief description/background (not to exceed 250 words) of the event taking place so that the message can be crafted by the Marketing Department.
- Announcements will be posted no more than two days prior to the event beginning at midnight and ending day of the event at 11:59 p.m.
- Announcements must include contact names and information (including e-mail, phone numbers and office numbers where appropriate).

- The Marketing Department reserves the right to edit text for content, style and length.
- The Marketing Department reserves the right to refuse messages that do not meet the College's communications standards or that are not consistent with the branding strategy.

Calendar Items

- For the purposes of Electronic Marketing Communications, Calendar Items refer to the "public" Student and Faculty calendars on the Portal. *Personal calendars or calendar items related to a course or class work placed by faculty members on a student's personal calendar are excluded from these guidelines.*
- Calendar items must be approved by the Marketing Department.
- Calendar items must be received electronically in text format by the Marketing Department five business days prior to posting. (Provide text only.) (These forms are currently under construction. Until the forms are available please submit content in a plain text format Word document to the Marketing Department [jfessenden@qcc.mass.edu and vsomma@qcc.mass.edu.]
- Calendar items must answer who, what, where, when and why. It must contain, date, time and location of the event and contact information in order to be posted.
- Calendar items must contain a brief description/background (not to exceed 250 words) of the event taking place so that the message can be crafted by the Marketing Department..
- Calendar items must include contact names and information (including e-mail, phone numbers and office numbers where appropriate).
- The Marketing Department reserves the right to edit text for content, style and length.
- The Marketing Department reserves the right to refuse messages that do not meet the College's communications standards or that are not consistent with the branding strategy.

Intranet Links:

- For the purposes of Electronic Marketing Communications, "links" refer to any hypertext linking to Intranet pages on the Portal. These links are commonly, though not exclusively, found under the Campus Resources heading.
- Portal links must refer to a QCC Intranet page. (The Intranet is currently being redesign. Until all pages have been updated it's possible that some links may temporarily point to the QCC Web Site. Once completed, all links of the Portal will point to Intranet pages.)
- Portal links may not refer to a page on the QCC Web site as defined above. (For the difference between the QCC Web site and the Intranet place see definitions above.) (The Intranet is currently being redesign. Until all pages have been updated it's possible that some links may temporarily point to the QCC Web Site. Once completed, all links of the Portal will point to Intranet pages.)
- Placement, naming, content and navigation structure of hyperlinks on the portal will be determined by the Marketing Department.

Discussion Boards:

- Discussion Boards must be monitored by a Faculty or Staff Advisor

QCC Web site

Information and Procedures

- QCC Web site is designed for an external audience including prospective students, employers, alumni, and the community-at-large **only**. Messages intended for those audiences will be posted on the web site and would include: open houses, fund raisers, community events and the college's marketing initiatives.
- Content will be structured in a manner that is relevant to the prospective student or visitor.
- Department Managers or their designees are responsible for forwarding accurate and timely content to the Marketing Department for approval and posting. Time specific information must be submitted to the Marketing Department at least five business days prior to posting. (For other requests, such as content revisions, updates or changes, Department Managers or their designees must consult the Marketing Department to establishing a working timeline for receiving and posting content.)
- The Marketing Department will maintain content and navigation structure on the QCC Web Site.
- News and Events section of the QCC Home Page will be reserved for official college messaging.
- The Marketing Department reserves the right to refuse messages and content that do not meet the College's communications standards or that are not consistent with the branding strategy.
- In all circumstances not otherwise outlined, the Marketing Department will determine placement of content based on the immediacy of the information, the level of impact, the number of people impacted and the target audience.

Intranet

General Guidelines

- The Intranet is designed as an internal communications tool for students, faculty, staff and administrators. The Intranet is **not** accessible by an external audience. External information should be posted on the QCC Web Site.
- Past and current Intranet pages will be redesigned to conform to the new QCC web design standard.
- All new pages will be developed using the QCC design format. Faculty and staff must consult the Marketing Department with their concept and idea **before** designing and developing pages.
- The Marketing Department will assist Department Managers or their designees with developing and maintaining Intranet pages.
- The Marketing Department will contact faculty and staff to ensure that all pages are up to date. Inactive or inaccurate Intranet pages may be removed by the Marketing Department.
- The Marketing Department reserves the right to refuse messages and content that do not meet the College's communications standards or that are not consistent with the branding strategy.
- In all circumstances not otherwise outlined, the Marketing Department will determine placement of content based on the immediacy of the information, the level of impact, the number of people impacted and the target audience.

Direct Marketing E-Mail

General Guidelines:

- Direct Marketing E-Mail is defined above. These guidelines exclude individual e-mail messages sent between students, faculty, staff, administrators and business /community representatives.
- Direct Marketing E-Mail messages are intended for an external audience and must be approved by the Marketing Department.
- The Marketing Department is responsible for formatting and sending all Direct Marketing E-mail messages.
- The Marketing Department reserves the right to refuse messages and content that do not meet the College's communications standards or that are not consistent with the branding strategy.
- In all circumstances not otherwise outlined, the Marketing Department will determine placement of content based on the immediacy of the information, the level of impact, the number of people impacted and the target audience.
- The Marketing Department reserves the right to refuse messages and content that do not meet the College's communications standards or that are not consistent with the branding strategy.

Plasma Screens

- Located in the student cafeteria, Hebert Auditorium, and the HLC, messages displayed on the Plasma Screens must relate to Registration, Orientation, Student Events or Official College business as defined by the President.
- All messages must be approved by the Marketing Department.
- Messages must be submitted at least five business days prior to **posting**.
- In all circumstances not otherwise outlined, the Marketing Department will determine placement of content based on the immediacy of the information, the level of impact, and the number of people it will impact.
- The Marketing Department reserves the right to refuse messages and content that do not meet the College's communications standards or that are not consistent with the branding strategy.
- In all circumstances not otherwise outlined, the Marketing Department will determine placement of content based on the immediacy of the information, the level of impact, the number of people impacted and the target audience.