

MCE Marketing Procedure Guidelines

General Guidelines:

The following three guidelines will be the primary variables used to evaluate all marketing requests.

- **College-wide Representation**
 - Events that are college-spanning in nature will be given marketing priority.
 - Particular emphasis will be given to on-campus events that align with the MCE Strategic Plan.
- **External Impact**
 - Efforts that engage community partners, alumni, donors, media, etc. will be given marketing priority.
- **Recruitment Focused**
 - Efforts that directly impact prospective students will be given marketing priority.

General Procedures:

- All marketing requests are submitted via the online request form.
- All marketing requests are made with the knowledge/approval of the appropriate dept. chair.
 - Chairs are notified of the request directly from the online request form.
- All requests are made within the specified time frame. (See chart at end of document.)
- All programs are allotted \$3000 for program-specific marketing which can be used for promotions, conference advertising, print collateral, custom swag, etc.
 - Dept. chairs meet with the Marcom Office during the May annual review meetings to determine how to allocate the above budget.
 - During this meeting, the Marcom Office is also made aware of all conferences/events that programs will be sponsoring or attending.

Category-specific Procedures:

On-campus Events

- All requests for on-campus event support must be made two-months prior to the event.
- All events communicated by this time will be eligible to receive:
 - Promotion on MCE calendar
 - KRH digital signage
 - Social media promotion
 - Use of branded banners, tablecloths, etc.
- Additional promotional support will be based upon the above criteria: College-wide (CW) Nature, External Impact (EI), and Recruitment Focused (RF), and potentially include:
 - Event landing page
 - Email marketing/RSVP management
 - Program design/print collateral
 - Photo/videography
 - Swag (Requests submitted in May for the following academic year.)

Academic Conferences

- Beginning in AY 2018-19, requests for academic conference support will come through the dept. chairs during the annual admission/marketing review that takes place in May.
- Conference requests will be evaluated based upon the above three criteria (CW, EI, RF) and available budget.

Program-specific Marketing

Each program is allocated \$3,000 in annual marketing support to cover items such as:

- Conference booth, advertising, etc.
- Custom* print collateral
- Custom* swag items

Print Collateral

- All program brag cards, view book, Dean's Report, etc. is covered by the MCE marketing budget.
- Program-requested and event-specific print collateral come out of the dedicated \$3,000 program budget.

Advertising

- The MCE Marcom budget covers the following college and program advertising/promotional efforts:
 - Direct Marketing Recruitment Campaigns (Print mailings, postcards, email, digital and social media.)
 - Inbound Digital Campaigns (Search engine marketing, digital display advertising, etc.)
 - Print/Digital Advertising (*Insight into Diversity, 5280, Chalkbeat Magazine*)
 - Dean's Report/Annual Report
 - Program Brag Cards
 - College View Book
 - College-wide Sponsorships
 - College-wide Video Production
- Requests for program-specific advertising comes out of the dedicated \$3,000 program budget, and can include.
 - Conference booths
 - Programs, flyers
 - Custom swag, etc.

Promotional (Swag) Items

The Marcom Office partners with the MOA office to purchase MCE-branded items for use at:

- Grad fairs
- Interview days
- On-campus events
- Academic conferences

Beginning in AY 2018-19, requests for additional swag support will come through the dept. chairs during the annual admission/marketing review that takes place in May.

Video/Photography

The Marcom Office provides video and/or photographic services for *college-wide* events. Program and department-specific functions have the following options for AV support:

- Check out a camera from the MCE Tech Team and record the event.
- Check out a camera from AAC Digital Services and record the event.
- Hire a DU videographer through AAC Digital Services
- Hire one of the freelance photographers whom Marcom can recommend.

NOTE: A Marcom photographer/videographer will be on hand to capture visuals from on-campus events as their schedule allows.

Email/Digital Marketing

The Marcom Office can assist in the design and distribution of email marketing and communication messages that adhere to the following guidelines:

- The distribution list is a DU/Morgridge approved and owned list of contacts
- Or a list created in tandem with Marcom gathered via an explicit consent form BEFORE marketing efforts begin.

Social Media Support

The Marcom Office can assist in the design and posting of social media content on the platforms that make the most sense for the message and audience on:

- Facebook
- Instagram
- Twitter
- LinkedIn

MARKETING REQUEST	TURNAROUND TIME
Comprehensive marketing for large Conference with national reach	6 months
Marketing support for smaller Event/Conference with local reach	2 months
Print collateral (programs, flyers, etc.)	4 weeks
Email campaign	2 weeks
Social media support	2 weeks
Digital Signage	1.5 weeks
Listing in COESA Newsletter	15 th of the month

**Custom* refers to any program/departmental-specific branding. MCE college-wide branded swag and print materials are covered out of a separate MCE Marcom budget.