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

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