Chapter Eight: Public Information Office

The Marketing and Communications Department is within the President’s Component. The Director of Marketing and Communications, in consultation with the Superintendent/President and other managers and administrators, establishes the priority of activities within the Marketing and Communications Department.

The Marketing and Communications Department is responsible for the design, coordination, production, and distribution of all collateral and publications about the college, including the Schedule of Classes, the Cabrillo College Catalog, and all general publications about the college, in printed or digital format.

Although the content for these publications generally originates from the instructional and student services components of the college, the Marketing and Communications Department is responsible for coordination and design of the publications, preparation for publishing, arrangements for printing, and distribution. Arrangements for printing include responsibility to prepare specifications for the bidding process when it is required. The Marketing and Communication Office Department is responsible for the production and distribution of collateral describing all college departments and programs, in printed or digital format. In addition, the Marketing and Communication Office Department prepares and distributes news releases, and develops, places, and evaluates all media advertising to promote enrollment in fall and spring semesters and in summer sessions. These activities are the highest priorities of the Marketing and Communications Department.

The Marketing and Communications Department facilitates the production of internal communications and various special projects at the direction of the Superintendent/President. These activities are included among the highest priorities of the Department.

The Marketing and Communications Department is also responsible for the design and content development of the college website, in cooperation with Cabrillo Information Technology (IT). The Marketing and Communications Department is also responsible for the development, content and administration of the Cabrillo College presence on all social media outlets and channels.

The Marketing and Communications Department regularly produces printed, electronic and online collateral as well as news releases to describe the programs and activities of individual departments of the college. All requests for service in this category are accommodated on the basis of time available. Requests for service for non-college projects, even if made by members of the college, will not be considered.
Departments and individuals may produce their own collateral in print or digital format, with the approval of their supervising chair, manager or administrator. All collateral published in print or digital format must be reviewed for content and appearance and approved by the Marketing and Communications Department prior to publication or distribution. Departments and individuals provide the Marketing and Communication Office Department with copies of all printed marketing materials distributed to the public.

Reviewed: 4/1/13