

INFORMATION TO THE PUBLIC

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The Director of Marketing and Communication, in consultation with the Superintendent/President and other managers and administrators, establishes the priority of activities within the Marketing and Communication Office Department.

The Marketing and Communication Office Department is responsible for the design, coordination, production, and distribution of all issues of the Schedule of Classes, the Cabrillo College Catalog, and general publications about the college. Although the content for these publications generally originates from the instructional and student services components of the college, the Marketing and Communication Office Department is responsible for coordination of the publications, preparation for printing, arrangements for printing, and distribution. Arrangements for printing include responsibility to prepare specifications for the formal bidding process when it is required. The Marketing and Communication Office Department also is responsible for the production and distribution of brochures describing the college's occupational training programs. In addition, the Marketing and Communication Office Department prepares and distributes news releases, and develops, places, and evaluates all-media advertising to promote registration in fall and spring semesters and in summer sessions. These activities are the highest priorities of the Marketing and Communication Office Department.

The Marketing and Communication Office 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 Office Department.

The Marketing and Communication Office Department regularly produces flyers, publications and 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. To encourage these requests for service and to facilitate responses to them, the Marketing and Communication Office Department uses Request for Service forms. Schedules for completion of various types of projects are described on the form, and requests are handled in the order in which they are received. Requests for service for non-college projects, even if made by members of the college, will not be considered.

Departments and individuals who produce their own flyers and other publications are required to secure approval for content and appearance prior to printing. Approval is given by the supervising division chair, administrator, or manager, who may request additional review by the Marketing and Communication Office Department. Departments and individuals provide the Marketing and Communication Office Department with copies of all printed materials given to the public.