Marketing Project Policies

Consistency and accuracy of information is vital to student success, converting prospective students to enrollees, and ensuring that we meet our obligations for accreditation and the high standards of integrity required of an academic institution. To ensure that we are presenting information that is accurate and reflective of the student success culture of the college, the following process is used by the Marketing and Communications team.

Service Request
In order to start a project with the Marketing Team, the client should either complete the Marketing Services request form found in the Marketing pages of the MCC website, email a member of the Marketing and Communications team, or stop by the Marketing Office in CM1024.

Consultation
After the request is made, one of two things will happen.
1. For small projects, the Marketing team member who takes the request will ask any relevant questions and develop a plan for completing the project, OR
2. For larger projects, the Marketing team member will schedule a Discovery Meeting to go over the project details

Review and Approval Process
After completing a draft of the requested materials, the point-person on the project will:
1. Email the Employee who made the request and their Immediate Supervisor if the requester is not a manager/Dean/EC member, etc. That email will include:
   a. Drafts of the materials with any required notes
   b. A list of information required to move forward (revisions to content, etc)
   c. A deadline for providing the requested information
Note: These deadlines are included to manage the workflow in the Department, if deadlines are missed, the project may lose its position in the Department schedule and be slotted in when time is available, possibly resulting in delayed project completion.
2. Following receipt of the requested information, the Marketing team will complete any edits.
3. An email with the Final Draft will then be sent to the Requesting Employee, their Immediate Supervisor and, when appropriate, to the Department Manager/Dean, member of the Executive Cabinet and their Executive Assistants. That email will:
   a. Request approval of materials, either as is or with minor edits (after which approval is implied)
   b. If approval cannot be granted, request that a meeting be scheduled to discuss major changes
   c. Include a deadline for approval
Note: The Marketing team cannot complete a project without approval from the most senior person included on the project, and, even though every effort will be made to resolve differences of opinion on Marketing materials, approval from the most senior person will be considered to over-ride dissent from other parties involved.

Production
The Marketing team will coordinate production with the appropriate printer or supplier once the requesting employee’s department has completed a print requisition.