Skyline College
Marketing, Communications and Public Relations Department
Guidelines

The Marketing, Communications and Public Relations department provides an array of editorial, graphics, web, marketing and communications services. The department is responsible for internal and external communication on behalf of the institution. The following guidelines have been developed to assist faculty and staff in utilizing the resources available to their fullest potential. All marketing and advertising materials and campaigns must be approved by the Marketing, Communications and Public Relations department prior to distribution and/or promotion and printing. Please allot time in the planning of your materials to account for this review. This process generally takes 1-2 days depending on the scope of your project. If materials require design/development, the process may extend up to 14 days.

Event Calendar

The college calendar which is visible on the Skyline College website is a comprehensive calendar the office maintains utilizing the Google calendar tool. If you have an event you are planning at the college, please notify napierc@smccd.edu as soon as you have the pertinent information. Information needed to ensure a complete listing includes:

1. Name of Event
2. Location of Event
3. Description of Event
4. Contact Information (for readers to follow-up/request additional information)
5. Attachment (optional)

*This calendar is used to create the Coming Up and Future Events sections of Skyline Shines and displays on the Skyline College web homepage and the electronic screens around campus.

Faculty & Staff Emails (Campus Announcements)

All employee emails are a great way to spread the word throughout the campus about your upcoming event or seminar. It is best if you provide your email content 3-5 business days in advance. Email distribution is scheduled so as not to overload employee inboxes on any one day and to encourage reading of the emails. The following are some guidelines to make the process easier for faculty and staff to prepare information and ensure accuracy.

1. Requests can be sent to napierc@smccd.edu.
2. Please provide your email content 3-5 business days in advance
3. The email should be two or three paragraphs at most to ensure it is in announcement format, able to be read and quickly digestable.
4. It is best to communicate an event announcement similar to how events are listed in the Google calendar (see above event calendar guidelines for reference)
5. If you’d like a flyer as an attachment included to your email, please send it in pdf format. It will also be pasted into the email as a picture.

*Please be sure to submit your event to the Google Calendar when requesting an announcement.

**Student Email Communication - GWAMAIL**

The purpose of student emails, otherwise known as GWAMAIL, is to inform students of important programs, services or deadlines to help guide their success as a student. Promotional messages are generally not appropriate for this medium of communication as we are sensitive to the volume and frequency of emails sent to students. The department will schedule messages for delivery so as not to overload students with information.

If you have a Skyline College student email communication you would like distributed to all students, or to a particular student population, please follow the **requestor checklist** below. The department will review the content and obtain approval from the Vice President of Student Services (generally this happens within 1-2 business days). Once we have received approval we will schedule distribution of the student message. If you have questions about this procedure please contact Cherie Napier at napier@smccd.edu or (650) 738-4346.

**Student Email (GWAMAIL) checklist:**

1. Please submit the message to the department 1 week prior to the distribution date requested
2. Provide target audience (i.e. all students in the current semester, students from past semesters, students from specific courses, etc.)
3. Provide subject line
4. Provide brief text. If you have ‘complex’ information that needs to be communicated, please reference your website with a clickable link
5. Provide contact information

*Please note, attachments are not supported by the GWAMAIL system, but photos can be included in your email.

**Electronic Screens**

The Marketing, Communications and Public Relations Department is responsible for the content displayed on the Electronic Screens around campus. The purpose is to provide information to faculty, staff and students on events, activities and opportunities, while simultaneously providing news and weather updates.
A mock-up of the screen is shown to the right. Ads appear in the space labeled 2. The space labeled 1 displays Welcome Skyline College, directional information for the respective building and the time/date. The space labeled 3 shows weather and 4 displays upcoming events. This is a live feed from the Google Event Calendar. Space number 5 is a scrolling RSS feed from media outlets such as CNN and ESPN.

Please follow the checklist below when creating a screen advertisement, or work with the Marketing, Communications and Public Relations office to create an ad for you.

**Electronic Screen Ad Checklist**

If you are designing your own ad, please submit the request to napierc@smccd.edu at least one week before you’d like your message to be displayed. A PowerPoint template is available for your convenience upon request.

1. Slide size is 16:9 and can be created in PowerPoint
2. Please use an easy to read font such as a San Serif
3. Be sure to use dark colored fonts (black or dark blue) on white backgrounds and light (white) fonts on dark backgrounds
4. Please include date, time and location of the event/activity
5. The Skyline College logo is optional to include in your slide

If you would like your slide designed for you or have any questions about the Electronic Screens, please contact Cherie Napier at napierc@smccd.edu or (650) 738-4346 and we would be happy to assist. The timeframe for design is one week after receipt of all elements to be included in the design.

**Portal Ads**

The Marketing, Communications and Public Relations Department is responsible for the content displayed on the District Portal site at www.smccd.edu/accounts/portal/. This site is frequented by faculty and staff at all three colleges and is visible to the community. The portal page allows advertising for public events such as concerts, art shows and workshops open to the community and is typically not used for class-specific publicity due to lack of capacity to do so for all courses. If you would like the Marketing, Communications and Public Relations Department to design a portal ad in addition to a slide for the electronic screens, please make mention when submitting your request to Cherie Napier at napierc@smccd.edu.

**Marketing Collateral**

The Marketing, Communications and Public Relations Department is available to assist in developing, designing, writing, editing and proof-reading a variety of marketing collateral including but not limited to flyers, brochures, advertisements and postcards. Please contact Cherie Napier at (650) 738-4346 or napierc@smccd.edu to set up an appointment to discuss your collateral needs at least four weeks before you plan on printing. It is a good idea to allow for another week for printing.
Press Releases & Calendar Listings

The Marketing, Communications and Public Relations Department is available to assist in developing, writing and distributing press releases and calendar listings to appropriate local media outlets. Press Releases are a great tool to “pitch” the media on a possible feature story you’d like them to consider writing an article about, but should not be used to publicize a specific event when there is no feature story being proposed. A Calendar Listing is a great way to publicize and promote your upcoming event and get it listed in both online and in-print calendars around the community. For more information, please contact Cherie Napier at (650) 738-4346 or napierc@smccd.edu.

Skyline Shines Submissions

Please review and make note of the following guidelines to facilitate the publication of Skyline Shines each week:

- Please send your submission to skylineshines@smccd.edu.
- Submit your article by 3:00 p.m. on Thursdays; articles received after this time will appear in the following week’s issue.
- Place your submission in a Word document with your pictures pasted in the document.
- Use medium sized pictures that are equal to ¼ or ½ of a page.
- Use Times New Roman 12pt. font that is justified to the left for the body of the article.
- Don’t forget to add a headline/title using 18 pt. bold font that is justified to the center.
- Use the following commonly accepted abbreviations: a.m. or p.m. (i.e. “The event will be held from 8:00 a.m. – 1:30 p.m.” “The workshop is scheduled to run from 9:30 a.m. – Noon.”)
- Spell out numbers of one or two words. Use figures for numbers that require more than two words to spell out. (i.e., “Almost eight years ago I began taking ceramics courses.” And “I counted 176 records on the shelf.”).
- If a sentence begins with a number, spell out the number or rewrite the sentence.
- Use the month, day, a comma and the year to indicate the date (i.e., “March 4, 2011” not “March 4th, 2011 or March 2nd, 2011”).
- Add the word College when you refer to the name Skyline (i.e., Skyline College instead of Skyline).