Hi Everyone,

Skyline College is fortunate to have a fully-staffed Marketing, Communications and Public Relations department. This resource greatly enhances our ability to elevate the brand, ensure brand consistency, produce high quality materials and make an impression on the external community. We are interested in making sure Skyline College is on the map! Attached please find a new guidelines document to assist faculty and staff in utilizing the resources available in the MCPR office to their fullest potential. In order to do so, I am asking that you send all marketing and advertising materials and campaigns to the Marketing, Communications and Public Relations department for approval prior to distribution and/or promotion and printing. This includes any publications (reports, manuals, flyers, memory books, etc.) that represent themselves as documents/materials/productions of Skyline College by bearing the name or the logo of the college regardless of the source of funding. Please allot time in the planning of your materials to account for this review. Timelines necessary to produce various types of marketing/advertising collateral are listed in the attached guidelines document for your convenience.

Below, you will find some tips on producing efficient materials when working with the MCPR department.

**Tips on Efficient Production of Materials:**

- It is best to provide final approved copy in a Word document when you request that materials be developed. This avoids having to re-design the collateral according to significantly less or more copy.
- Please provide all high resolution assets (graphics, logos, photos) at the time of submitting the request. This includes choosing and gathering the photos you would like represented in your materials. If you would like the department to search and choose photos for you, that is ok, but adds to the timeline of the project. If you would like MCPR to search for photos and have a specific vision or idea of what type of photos, please provide this information at the time of request as well.
- Our goal in the review and approval process is to accommodate 2 rounds of changes at most. Therefore if your supervisor or Dean needs to see and approve the materials, please make certain that is completed together with the first round of reviews you are performing. In order to do so, it is best to think through your process as a team to prepare to provide all the information necessary to MCPR at one time.

If you have questions or need further clarification, Cherie Napier will assist you. Her contact information is as follows:

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Director of Marketing, Communications, and Public Relations
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