

**Evidence for:** Standard IC5

**SPOL Naming Convention:** SC-Website-MarketingCommunicationsPublicRelations-20190117

**Date Accessed:** January 17, 2019

**URL:** <https://skylinecollege.edu/mcpr/>

The screenshot shows a web browser window displaying the Skyline College website. The browser's address bar shows the URL <https://skylinecollege.edu/mcpr/>. The website's navigation menu includes links for ADMISSIONS, ACADEMICS, CAREER, STUDENTS, CAMPUS, and ABOUT. The main content area features a sidebar with a list of links: Overview, Feedback / Suggestion Box, Press Releases, Annual Report, Style Guide & Logos, Social Media Guidelines, Photo Release Form, Staff / Faculty Services, Meet the Staff, and Contact Us. The main heading is Marketing, Communications and Public Relations (MCPR). Below the heading, there are two paragraphs of text. The first paragraph describes the MCPR office's mission to communicate the college's accomplishments and assist in enrollment. The second paragraph describes the MCPR team's collaborative work with college departments on campus events, marketing strategies, and publications. At the bottom of the page, there are sections for CONTACT and QUICK LINKS. The browser's taskbar at the bottom shows two open PDF files: PRE-CPRtraining...pdf and PRE-AssuringAcad...p...

Marketing, Communications and Public Relations

## Marketing, Communications and Public Relations (MCPR)

The office of Marketing, Communications and Public Relations (MCPR) is dedicated to effectively communicating the accomplishments of the College, its faculty, staff and students — both internally and to the larger community. The office assists in driving the enrollment of the college and in helping students to access resources which ensure success in their educational career, as well as developing promotional materials for Skyline College staff, faculty and student groups.

The MCPR team collaborates with college departments to plan, develop and execute campus events, develop marketing strategies, and produce web and print publications. The MCPR office oversees the publication of the College schedule and annual report, among many other projects. MCPR serves as the liaison to the wider community to strengthen Skyline College's position as a leading academic institution in the Bay Area.

CONTACT QUICK LINKS