



Skyline College Marketing, Communications and Public Relations Guidelines

The Marketing, Communications and Public Relations office provides an array of editorial, graphics, web, marketing and strategic 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, both internal and external must be approved by the Marketing, Communications and Public Relations department prior to distribution and/or promotion and printing. This includes student email recruitment campaigns. 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 timeline may extend up to 3 weeks, depending on the complexity of the project.

Request for Services

To request MCPR services listed below (except Skyline Shines and Press Releases) please complete the online [MCPR Request for Services form](#), found on the Marketing website A [pdf version of the form](#) is also available and can be submitted to skypio@smccd.edu. Requests without a form will not be processed until the form is completed.

COMMUNICATIONS

Faculty & Staff Emails (Campus Announcements)

All-employee emails are a great way to spread the word throughout the campus about your upcoming event or program. It is best if you provide your email content 4-5 business days in advance. This allows us to schedule email distribution 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.

- Provide your email content 4-5 business days in advance.
- The email should be two or three paragraphs at most to ensure it is in announcement format, able to be read and understood quickly and easily by those not familiar with your program or event.
- It is best to communicate the details of an event in the following format:
 - Event title
 - Day, Date, Year
 - Time
 - Location
- If you would like a flyer as an attachment included in your email, please send it in pdf format. It will also be inserted into the email as a picture if a TV screen ad is not available.



Student Email Communication (GWAMAIL) – The purpose of student emails, otherwise known as GWAMAIL, is to inform students of ways to engage in campus life, events, workshops, important programs, services or deadlines to help guide their success as a student. Promotional messages are sent in newsletter format 1-2 times per week, as we are sensitive to the volume and frequency of emails sent to students. The office will schedule messages for delivery so as not to overload students with information.

Please Note: All student emails to groups of more than 100 students must be approved by MCPR in order to ensure we don't overload students' inboxes.

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.

Student Email (GWAMAIL) checklist:

- Submit the message at least 1 week prior to the distribution date requested
- Provide the target audience (i.e. all students in the current semester, students from past semesters, students from specific courses, etc.)
- Provide the subject line; one that is descriptive and engaging
- Provide your brief text. If you have 'complex' information that needs to be communicated, please reference your website with a clickable link
- Provide contact information

Please note, attachments are not supported by the GWAMAIL system, but one photo or a screen ad can be included in your email.

Press Releases

The Marketing, Communications and Public Relations office is available to develop, write and distribute press releases to appropriate local media outlets. Press Releases are a great tool to "pitch" the media on a possible feature story you would 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. For more information, contact Cherie Colin at (650) 738-4346 or colinc@smccd.edu.

ELECTRONIC ADVERTISEMENTS

Event Calendar

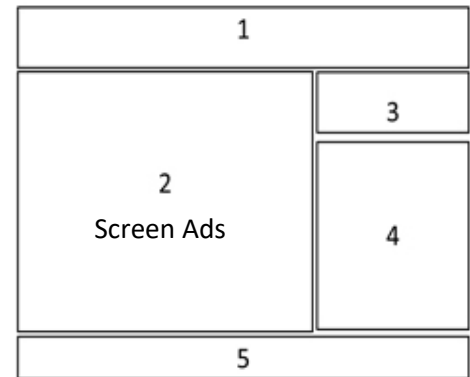
The Skyline College calendar, which is visible on the college website and feeds into the campus TV screens, is a comprehensive college calendar. Listings are created by booking space for your event through Ad Astra, virtual events should also be booked through Ad Astra even though space is not required so that it can appear on the college calendar. It is important to check the "featured" box so that your event appears on the public college calendar.

Please always keep in mind that event listings are public, so it is important to avoid jargon in your event titles and descriptions. Also, please be sure the time of the event is publicized, not just the entire time you are using the space.

Electronic Screens

The Marketing, Communications and Public Relations office 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 to 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 AdAstra. Space number 5 is a scrolling RSS feed from media outlets such as CNN and ESPN.



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 for review at least one week before you would like your message displayed. A PowerPoint template is available upon request.

- Slide size is 16:9 and can be created in PowerPoint or Photoshop
- Use an easy to read font such as a Sans Serif (e.g. Helvetica, Arial, Calibri, Candara)
- Be sure to use dark colored fonts (black or dark blue) on white backgrounds and light (white) fonts on dark backgrounds
- Include date, time and location of the event/activity, if appropriate
- Keep information extremely brief, as space is limited, and ads only appear for a few seconds
- It is not necessary to include the Skyline College logo in your slide

If you would like your slide designed for you or have any questions about the Electronic Screens, complete the [request for services form](#) and we would be happy to assist. The timeframe for design is at least one week after receipt of all elements to be included in the design.

PHOTOGRAPHY

Providing photography coverage for events and activities is subject to availability.

Unfortunately, we may not be able to accommodate events occurring after work hours and on weekends. MCPR will confirm photographer availability within a reasonable time of receipt of request. Photos from events will be processed and uploaded to [Flickr](#) and a link will be sent to the requestor within one week.

PRINT COLLATERAL

Marketing Collateral

The Marketing, Communications and Public Relations office is available to assist in developing, designing, writing, editing and proofreading a variety of marketing collateral including but not



limited to **flyers, brochures, advertisements and postcards**. Contact Cherie Colin at (650) 738-4346 or colinc@smccd.edu or Connor Fitzpatrick at (650) 738-7087 or fitzpatrickc@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 or two for printing.

WEBSITE

Updating or Creating New Webpages

Contact SoeHlaing, Web Programmer Analyst at hlaings@smccd.edu or (650) 738-4450 for development of new webpages, training on the OmniUpdate content management system and assistance updating websites/webpages.

Latest News and Student Spotlight/Web Team

The Skyline College website also features relevant and important news stories on its website, in addition to individual profiles of successful students and staff. If you know of any stories, faculty publications, articles, points of interest, or students or faculty who should be featured on our website and displayed to the public, please contact the MCPR office and tell us about it.

Skyline Shines Submissions – Guidelines

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

- **Send your article to skylineshines@smccd.edu.**
- **Submit your article by 2:00 p.m. on Thursdays; articles received after this time will appear in the following week's issue.**
- Attach pictures to be included in the article to the email as a .jpeg. Please do not paste them in the Word document.
- *NOTE:* Submit photos that are **less than 1mb** in size.
- Don't forget to add a headline/title to the article.
- Please make sure to indicate who wrote the article and who took the photos. We like to provide writer and photographer credits.
- Use the following commonly accepted Associated Press (AP) 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, 2019 not March 4th, 2019 or March 2nd, 2019).
- Add the word College when you refer to the name Skyline (i.e., Skyline College instead of Skyline).
- Lastly, please make sure to spell-check your article before submitting.