

<b>Policy:</b>	Marketing & Communications Policy	<b>Policy No.:</b>	GA2012
<b>Authority:</b>	SUNY Broome Community College Board of Trustees		
<b>Delegated Authority:</b>	College President		
<b>Policy Owner:</b>	<i>Vice President for Academic Affairs</i>	<b>Responsible Party:</b>	<i>Director of Marketing, Communications &amp; Public Information</i>
<b>Approved:</b>	September 19, 2024		
<b>Revised:</b>			

## Purpose

The purpose of this policy is to ensure that SUNY Broome Community College’s communications and marketing initiatives are consistent with the institution’s brand and align with the College’s mission, values and strategic plan.

## Statement of the Policy

The Office of Marketing and Communications (MarCom) is charged with advancing the reputation of SUNY Broome. MarCom is responsible for telling the College’s stories and upholding its image and reputation, as expressed in SUNY Broome’s mission, values and goals. MarCom’s mission is to share with stakeholders who SUNY Broome is with one unified voice.

## Priorities

MarCom prioritizes projects which have the potential to make the largest positive impact for the College. This includes initiatives that affect enrollment, recruitment and retention, as well as those that elevate the College’s image and demonstrates the institution’s mission and values. MarCom consults directly with College administration to select which projects and campaigns are prioritized. Marketing campaigns are carefully considered based on available budget, timely data and the dynamics of related partnerships.

## Branding

MarCom offers strategic advice and support to help the College reach its audience and achieve its goals. All marketing and communications, print and digital, must adhere to the College’s [institutional identity](#). Marketing and communications for prospective students and families must be coordinated with and/or approved by the MarCom office. Marketing and communications materials must align with those set forth by the College, and must not violate standards of branding and conduct as outlined in the institutional identity resources.



(POLICY)

**Project requests**

MarCom is available to provide graphic design, photography and videography services and/or assistance to help promote projects and initiatives that support enrollment and recruitment. Project request forms are available on [the MarCom website](#). Production times vary based on the scope of the project, ranging from two weeks for smaller projects, to three months for more complex projects. Contact MarCom as early as possible about upcoming projects for best results.

**Communication**

MarCom uses a variety of tools to communicate with stakeholders on the College’s behalf, including, but not limited to, the College’s website and official social media platforms, RAVE alerts and campus wide emails. The Director of Marketing, Communications and Public Information serves as the College’s official spokesperson for media inquiries and external communications.

Specific protocols related to marketing, communication and public information are outlined in the below related procedures. For more information, contact [marcom@sunybroome.edu](mailto:marcom@sunybroome.edu).

**Related Procedures**

- GA2012.1 Campuswide Email Procedure
- GA2012.2 College Social Media Procedure
- GA2012.3 Government Relations Procedure
- GA2012.4 External Media Relations Procedure
- GA2012.5 Corporate and Organizational Sponsorship Procedure

**To Whom it Applies**

This policy applies to the College’s faculty, staff, students, and affiliates.

<b>Action</b> <i>(Created, Reviewed, Retired)</i>	<b>Date</b>	<b>Initials</b>	<b>Position Title</b>
<i>Reviewed</i>	6/3/2024	KG	<i>Director of Marketing, Communications &amp; Public Information</i>