

Subject:	Advertising and Event Promotion
Approved by:	Cabinet
Applies to:	Faculty, Staff, Students and Volunteers
Effective Date:	November 9, 2004
Approved Review Date:	February 25, 2025

COLLEGE POLICY

LaGrange College's communications to external audiences play a crucial role in shaping the image of the institution among various constituency groups, including prospective students and their parents, alumni and donors. As a result, communications in the form of advertising and event promotion must enhance the college's image and help to achieve institutional goals.

To facilitate these objectives, LaGrange College places conditions and guidelines on advertising and event promotion. These guidelines aim to facilitate the placement of such communications, while promoting a consistent, distinctive and unified image of the college.

The LaGrange College Communications and Marketing (CM) Department is responsible for setting and administering these conditions and guidelines.

PROCEDURE

Advertising encompasses a wide range of media. From TV, radio, Web and social media to periodicals, outdoor signage and cross promotions, all fee-based advertising is encompassed by this policy.

To accomplish the policy objectives outlined above, the content, placement and timing of all such advertising must be approved in advance by the Communications and Marketing Office (CM). For advertising that is funded through the CM budget, requests for new advertising should be made to CM at least one month prior to the first run date of the advertising. If extensive creative work will be required, as in the case of television advertising, more lead time is required. For placement of an existing advertisement, contact the CM office at least two weeks prior to the desired placement deadline. CM will provide creative assistance and purchase media on the requesting person's behalf, always working to strategically promote the college in the most cost-effective manner.

For advertising not budgeted through Communications and Marketing, the requesting department must indicate along with the request how the advertising will be funded. In such cases, the requesting group is advised to contact CM during the creative phase of the advertising production. Regardless, please allow at least two weeks for CM to sign off on the content, placement and timing of the advertising.

Requests for advertising/approval should be made in writing, preferably via e-mail, to the CM Director.

In all instances, CM has the final determination on all issues relating to brand and visual identity.

Classified job advertisements may be placed directly with the college Human Resources Office. Print or digital *display* job advertisements should be coordinated with CM to ensure that Visual Identity guidelines are followed.

- I. Position descriptions and recruitment notices will provide notification that LaGrange College is an equal employment opportunity employer. All related language must be approved by Human Resources.
- II. Also, position descriptions and recruitment notices will provide notification that final candidates will be subject to a background check. As such, the following language is to be placed at the end of any position description, announcement or recruiting notice:

The successful candidate will be required to undergo a background check as a prerequisite for the position.

NOTE that in admission materials language approved by Human Resources regarding equal consideration for all applicants must be included.

Event Promotion: The Communications and Marketing Office wishes to support college activities that aim to advance the entire institution. If you would like information about an event released to the media, you must work with the CM staff for a release to be created. All press/news releases for LaGrange College are sent ONLY through Communications and Marketing.

To request a release, contact the CM Public Relations and Marketing Writer at least three weeks prior to the activity.

Upon review, the CM staff will determine whether a release about the event or activity will likely be published and whether there is sufficient staff time to complete a release. The event contact will be notified of the decision. If a release is to be created, the contact will be asked to supply additional information.

Please keep in mind that CM cannot control what news outlets release or when. However, if lead time is sufficient and the information is of interest to the public, the information generally will receive placement.

Requests for inclusion of events/activities in the internal @LaGrange newsletter can be made by contacting the Public Relations and Marketing Writer in Communications and Marketing.

Remember that it is not the responsibility of Communications and Marketing to guarantee an audience for an event. Planners may want to consider paid advertising as a means of attracting an audience for unique or large-scale functions.

CM is not responsible for creating on-campus posters or other display material regarding events. If such materials are used, remember that they must follow the Visual Identity Program and the campus Posting Policy, which is administered by the Director of Housing and Student Life.

SUMMARY

Advertising and event promotion must enhance the college's image and help to achieve institutional goals. The content, placement and timing of all advertising must be approved in advance by the Communications and Marketing Office. To promote an event to the media via nonpaid means, request a press release by contacting the Public Relations and Marketing Writer in Communications and Marketing.