

NUMBER: 511

SUBJECT: ADVERTISING

APPROVAL DATE OF LAST REVISION: JANUARY 24, 2011, JANUARY 22, 2018

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511.1 – PURPOSE

To establish a policy and procedure for College advertising, marketing, and promotional materials on all Bridgerland Technical College campuses.

For the purpose of this policy, “marketing materials” refers to advertising, marketing, and promotional materials. This encompasses all written, printed, electronic, or graphic representations utilizing the College name, logo, URLs referring to any program, project, service, or operation within the College.

The function of advertising, marketing, and promotion is one of the responsibilities of the Vice Presidents and the Marketing department. In an effort to maximize the benefit from the advertising and recruitment funds, coordination of all advertising and recruitment activities for the College is accomplished through the Marketing department, under the direction of the President and the Vice Presidents.

The College requires the highest level of integrity is used in all advertising, marketing, and promotional materials.

511.2 – POLICY

Bridgerland Technical College uses a variety of means to advertise College program offerings and to recruit students. The College represents itself accurately and consistently to prospective students through flyers, publications, posters, banners, web sites, social media, etc. The College requires all marketing materials (other than classified ads from Human Resources or Purchasing) be reviewed and approved by the Marketing department. Approval is required for display materials, print or electronic publications, billboards, websites, and other advertising venues. The Marketing department evaluates advertising for accuracy, clarity, quality of design, graphic standards, copyright, consistency with accreditation standards, and compliance with state and federal laws.

Employees within the College seeking to engage in the production and design of marketing material should contact the Director of Marketing.

511.3 – REVIEW AND APPROVAL OF ADVERTISING, MARKETING, AND PROMOTIONAL MATERIALS

Marketing materials may not be published or disclosed to any party without approval of the Marketing Director. All materials to be handed out, posted, or used at events (posters, banners, flyers, or other advertising) must be approved *prior* to use. Marketing materials must contain the approved College logo and applicable web site address.

As a public institution, the College must be sensitive to a very diverse and broad range of opinions and beliefs. As such, the College may limit or exclude any marketing materials that might reasonably be deemed offensive, in poor taste, or that is not promoting the highest priorities of the institution

All advertising will comply with appropriate procurement policies and procedures for the College. These policies and procedures are designed to foster broad-based competition in a free-market economy, which, in turn, is intended to provide the College with the best value for its advertising dollars, while allowing all reputable advertising mediums and vendors equal access to these state advertising funds. However, it is recognized that the procurement practices, as they relate to advertising, rely on many important factors, other than price, when arriving at the “best” advertising option.

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5.11.3.1 – ACCREDITATION

Marketing materials must adhere to accreditation criterion and guidelines including, but not limited to, accurate use of appropriately approved:

- Program name
- Program length and estimated time of enrollment
- Program costs (tuition and fees)
- Outcomes (graduation, placement, licensure rates)

5.11.3.1 – COPYRIGHT

Marketing materials must adhere to guidelines of use regarding copyrighted materials as defined in federal law (copyrighted materials may only be reproduced or used with the prior written permission of the copyright owners).

5.11.3.2 – PHOTOGRAPHS

Photographs and/or personal statement from individuals to be used in marketing materials must obtain appropriate consent from the subject, including employees and students (unless the subject has previously provided a blanket consent).

Photographs of minors require written consent of a parent or legal guardian. All signed consents and/or releases must be submitted for review with the applicable marketing materials.

5.11.3.3 – WEBSITES

Any website of or pertaining to the College, including without limitation, any research, educational program, social program, or community program must be approved by the Marketing department prior to establishment and publication pursuant to the terms of this policy. All new websites must be hosted on web servers approved by the College. The Marketing department has the authority under this policy to require that any website not in compliance with this policy be taken down.

5.11.3.4 – RECRUITMENT

Recruitment activities must be ethical and all materials used in recruitment must accurately describe the mission, instructional outcomes, student performance expectations, and completion requirements of each program.