



Office of Marketing and Media C-Bldg, Room 236 281.756.3567 marketingdepartment@alvincollege.edu

We're committed to ACC'S BRAND PROMISE

ACC provides a friendly and safe environment that strives to give students every advantage that their educational experience can offer. Each employee of this college should convey the friendly, positive image of educational excellence of ACC.

OUR MISSION

Cur mission is to promote the goals of Alvin Community College by fostering an environment of communication and collaboration among all stakeholders. We also strive to present and ensure a cohesive image of the college by applying and enforcing our brand standards in everything we do.

GOALS

Our four primary goals are:

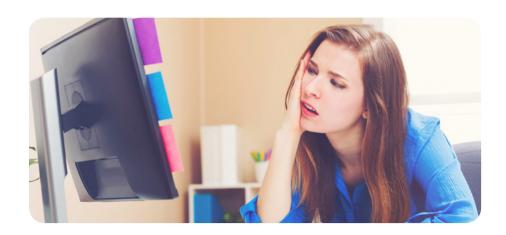
Promote the College's brand to its service area and beyond using diverse methods of communication.

Raise the profile of ACC to more effectively compete for students, faculty, financial resources and partnerships.

Promote ACC's academic excellence through consistent messages and images supported by a comprehensive, integrated marketing plan.

Help faculty & staff develop effective marketing and media strategies for their programs and events.

WE CAN HELP



I need a brochure, but where do I start?

How do I get information posted to the website?

I need giveaway items for an event, how do I order them?

Do these questions sound familiar? Are you unsure about the marketing and media services available on campus?

If so, this is your guide to learning about services designed to help you with your marketing, media, and design needs.

The Marketing & Media department houses a team of marketers, designers, web developers, recruiters, technical support specialists and administrators with over 50 combined years of experience in higher education.

We share the stories that engage our audiences and promote the ACC brand. We're here to help you with your marketing request every step of the way—from imagination to execution.

Whether we communicate your message through a brochure, social media post, or a whole campaign, your project is in very capable hands.

Some of the services we provide include:

- Managing the College's brand and looking for ways to strengthen its image and representation in the community
- **Promoting** the College's services, programs, achievements and events through the creation of digital and printed marketing materials
- Maintaining the College's website and keeping it updated with fresh and relevant content
- **Hosting** campus tours for large groups and individuals
- **Engaging** our students and community through social media
- **Providing** print services for a wide variety of items including signage, event posters, course syllabi, tests, brochures, manuals, and commencement programs
- **Coordinating** and performing photography shoots for campus events and marketing campaigns

HELPFUL TIPS



Advanced planning is the key to success when working with our office. Like most departments, we are managing multiple projects and deadlines simultaneously. We need as much advance notice as possible for the work we produce. When working on time sensitive projects or events where you will our services, please use the guidelines below to assist with advanced planning. We will try to accommodate your desired deadline, but ask that you adhere to our submission guidelines to increase the likelihood of your project being completed on time.

Submission & Request Guidelines

| Equipment Rental Submit requests one month in advance | Graphic Design Allow at minimum, 3-4 weeks' production time | Marketing/ Advertising Allow two months to plan and produce an effective strategy | Media Technology Submit requests one week in advance |
|---|--|---|--|
| Printing Allow 24 hours for b/w jobs and 48 hours for color prints & jobs requiring binding | Promotional Items Submit requests two months in advance | Social Media Submit requests two weeks in advance | Website Allow 2-3 days for simple updates, 10 days for new pages/replace section, and 2-4 weeks for complex jobs |

To make sure you get the most when using our services, here are a few additional tips:

Determine your audience and what you'd like to communicate.

Please take some time to think about the audience you are trying to reach and the message you need to communicate to them. This will help us determine how your message should be deployed and which one of our team members can best serve your needs.

Complete a Project Request Form. Requests for Graphic Design, Marketing & Advertising, Media Support, & Website Changes/Updates require the completion of the appropriate request form before work on a project can begin. Please visit https://app5.workamajig.com/Platinum to access the request forms. For other services, such as ordering promotional items and requesting social media postings, please call or email the appropriate contact. Print jobs should be sent directly to the server (Print Shop-BW or Print Shop-Color).

Provide detailed content. Much of your project's success will be dependent on the level of detail you provide when submitting content. We can offer suggestions on how to improve your content, but don't have the time to develop it for you. Content should be reviewed, approved, and submitted at the same time as your project request to avoid delays in the process. We will provide minor editing per Associated Press style rules and ensure all items produced are consistent with college branding standards.

Respond quickly. To keep your project moving towards completion please respond promptly to proofing rounds and requests for additional information. If we can't complete the next phase in the project because we're waiting on a response from you it can put your deadline in jeopardy.

Remember that marketing is not magic. Unfortunately, we do not have an easy button like Staples that can instantly solve all of your communication needs. It takes time, planning, resources, and a solid strategy to communicate effective messages. When possible, we will create a broad plan and then create individual strategies that over time can help you reach your goals.



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CAMPUS TOURS & RECRUITING

CONTACT

Mario Saenz College Recruiter Office C233

Phone: 281.756.3552 Fax: 281.756.3956

msaenz@alvincollege.edu or recruit@alvincollege.edu

GROUP TOURS

We offer two group tours per semester.

Fall Semester Tour Dates:

First Friday in October - Jr. High and High Schools only

First Friday in November -Elementary and Middle Schools only

Spring Semester Tour Dates:

First Friday in February – Jr. High and High Schools only

First Friday in April – Elementary and Middle Schools only

Group tours will be scheduled on a first-come, first-served basis. The number of students will be capped to 150 for each tour.

Requests for group campus tours should be made at least two months in advance of the established tour schedule.

Before booking a group tour, please read our guidelines by visiting http://www.alvincollege. edu/Recruiting/Tour-Guidelines and familiarize yourself with the College by viewing the campus map.

INDIVIDUAL TOURS

During an individual tour, guests are shown our Student Service areas. These include Admissions. Financial Aid, Career Services, our Testing Center, Learning Lab, College Store, Game Room and Student Center. Upon conclusion of the tour, quests may also meet with an Academic Advisor.

Individual tours last approximately one hour and they are offered during the following times:

Fall and Spring Semester:

Monday through Friday 9 a.m. - 3 p.m.

Summer Semester:

Monday through Thursday 9 a.m. - 3 p.m.



Individual tour requests should be made at least one week in advance.

For more information, visit http://www.alvincollege.edu/ Recruiting.

OTHER RECRUITING **EVENTS**

Each year the Marketing/ Recruitment Department participates in numerous community events. These include events for the Alvin/ Manvel Chamber of Commerce. Pearland Chamber of Commerce, college and career days at local schools, health fairs, and various festivals and celebrations held by local cities. Depending on the audience,

other college programs may be invited to attend these events as well. We are always looking for new events to attend. If you know of a local event, please feel free to reach out and let us know more about it.

Please take the time to list your department's recruiting events on our Recruitment Calendar (available through Outlook). This is a great way for you to discover what we're planning, and can help us find out where we may need to focus more time and energy. Please contact Mario Saenz for access to the Recruitment Calendar.



CONTACT

John Tompkins Communications Coordinator Office A231

Phone: 281.756.3551

jtompkins@alvincollege.edu

The Communications department is responsible for media relations. which involves cultivating and developing partnerships with the media to encourage news coverage of the college and its programs. Although we can never quarantee media coverage, we need your cooperation to effectively work with the media and maximize publicity.

Here's How You Can Help:

Send newsworthy information including story ideas, programs, and events complete with dates, times, locations, and contact information to our office at least four weeks in advance. We will plan a suitable strategy to notify the media.

Some of our other responsibilities include:

- Taking photos & writing press releases for ACC and ACC Foundation events
- Maintaining a daily blog of campus life and the college Twitter page
- Producing a monthly newsletter (ACC News) for the college and the community
- Providing information to community organizations including the Alvin-Manvel Area Chamber of Commerce and Alvin ISD

CONTACTS

Cammy Guggisberg Marketing Specialist Office C233

Phone: 281.756.3550 Fax: 281.756.3956

cguggisberg@alvincollege.edu

Sammi Sanders **Recruiting Specialist** Office C233

Phone: 281.756.3542 Fax: 281.756.3956

ssanders@alvincollege.edu or recruit@alvincollege.edu

Did you know that you can borrow items from our department to enhance your recruitment efforts? We provide several items that are available to you at no charge. Here is a list of items you can borrow:

- ACC Logo table covers (red or black)
- Plain table covers black
- Photo Booth Kiosk*
- Tri-fold table top Velcro information on display

- Step and Repeat Pop-Up banners (ACC Logo repeated)
 - 15'w x 8'h
 - 8'w x 8'h
- Expandable display
 - 5.5'w x 4.5'h black, Velcro items on display
 - 10'w x 10'h (either black or with graphics)
- Retractable Banners (3) -**Apply Now**
- Balloon weights
- Brochure displays

Requests for equipment rental must be made one month in advance



^{*}The College Recruiter or Student Ambassador must be present to operate kiosk.



CONTACTS

Brooke Dienst Senior Graphic Designer Office 236a

Phone: 281.756.3576 Fax: 281.756.3956

bdienst@alvincollege.edu

Lorrent Smith Director, Marketing & Media Office C235

Phone: 281.756.3569 Fax: 281.756.3956

ljsmith@alvincollege.edu

The Marketing and Media department produces printed materials that support the marketing and recruitment efforts of the college. This includes, but is not limited to advertisements, banners. brochures, business cards, catalogs, class schedules, envelopes, flyers, letterhead, postcards, posters, and newsletters. These items are all created within the guidelines of the college's Branding and Identity Standards Guide.

In general, we will need three to four weeks to produce your iob once we have received your request and all relevant information and attachments. Less time is typically needed for repeat jobs or items requiring minor editing. Please also be aware that during certain peak times of the year, we may need six to eight weeks of production time. You will receive an estimated completion date upon approval of your project request.

Once you receive a digital proof of your job, please review and send any changes within 72 hours to ensure that your job is completed on time.

We also produce digital graphics that can be viewed on the College's Blue Tube displays throughout various campus buildings. Requests for digital graphics should be made at least three weeks in advance.

How to Submit Jobs:

To request graphic design services, complete our online *Project Request Form. Select the Marketing & Graphic Design form.

^{*}Reguest form can be accessed by visiting https://app5.workamajig.com/platinum/

MARKETING & ADVERTISING

CONTACTS

Cammy Guggisberg Marketing Specialist Office C233

Phone: 281.756.3550 Fax: 281.756.3956

cquqqisberq@alvincollege.edu

Lorrent Smith Director, Marketing & Media

Office C235

Phone: 281.756.3569 Fax: 281.756.3956

ljsmith@alvincollege.edu

Our marketing and advertising efforts promote the college through a wide variety of media such as radio, cable television, newspapers, magazines, billboards, and through digital mediums such as websites, email and social media. We develop advertisements, publications, recruiting materials, and marketing plans.

We are responsible for distributing class schedules, catalogs, brochures, curriculum guides, rack cards, and prospect information packets. We also assist with large event coordination and administer the Student Ambassador Program.

Though most of our efforts are aimed at promoting the college as a whole, we also work with individual departments and programs as the need arises. If you would like assistance with marketing your program or event, please contact us so that we may schedule time to discuss a marketing plan.

Requests for marketing and advertising should be made at least two months in advance.

How to Submit Jobs:

To request marketing and advertising services, complete our online *Project Request Form. Select the Marketing & **Graphic Design** form.

^{*}Request form can be accessed by visiting https://app5.workamajig.com/platinum/



CONTACT

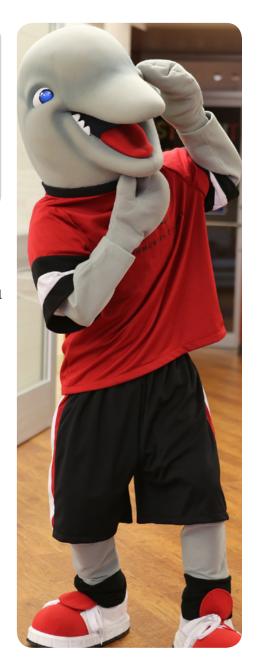
Mario Saenz College Recruiter Office C233

Phone: 281.756.3552 Fax: 281.756.3956

msaenz@alvincollege.edu or recruit@alvincollege.edu

Alvin Community College's Dolphin mascot "Blue", represents the college as an ambassador by promoting school spirit and pride and entertaining audiences at campus and offcampus (community) events. Please note that scheduling should take place at least one month in advance.

Not all requests are granted. Marketing & Media reserves the right to determine if your event meets the criteria for a Blue appearance.



MEDIA TECHNOLOGY

CONTACT

Kyle Marasckin Media Technology Specialist Office C236

Phone: 281.756.3570 Fax: 281.756.3956

kmarsckin@alvincollege.edu or

media@alvincollege.edu

Our Media Technology department provides the following services:

- Audio/Video equipment check out
- Audio/Video setup and video recordings

- CD/DVD Duplication (with copyright permissions) & labels for instructional purposes
- Classroom technology support
- Marquee hardware support
- Security systems support
- Signs, banners, posters, support & preparation
- VHS to DVD conversions (with copyright permissions)

How to Submit Jobs:

To request services, please complete our online *Project Request Form. Select the Media **Services** form. *Seven days* advance notice is required.



^{*}Request form can be accessed by visiting https://app5.workamajig.com/platinum/



CONTACT

Lynette McAfee **Print Specialist** Office D125

Phone: 281.756.3580 lmcafee@alvincollege.edu

The ACC Print Shop is located on the first floor of Building D in Room 125. It is equipped with a Xerox D110 Copier/ Printer and a Xerox Versant 180P color printer.

Hours:

M-Th, 7:30 a.m. - 5:30 p.m. F, 8-11:30 a.m.

How to Submit Jobs:

- **Hard Copy** You may submit hard copy jobs by bringing or mailing them to the print shop along with a completed Job Request Ticket.
- Digital To send digital files, please select the appropriate Fiery driver from your list of computer printers. Select Print **Shop-BW** for black and white jobs. Select **Print Shop-Color** for color jobs.

We do not accept jobs sent via email

Policies:

- Allow 24 hours for b/w prints and 48 hours for color & jobs requiring binding
- Submit marketing materials to Director. Marketing & Media for approval prior to sending the Print Shop
- Reprints due to content errors will be charged to client's budget code. Please review your job carefully prior to submission.
- Business cards are printed on or near the first day of each month.

Tips:

- Off-campus employees should send digital jobs through an on-campus administrator
- Order more copies than you think you need. It is more costly and timeconsuming to reprint additional copies.
- When sending jobs through the Fiery, enter details about your job in the Instructions box only. Click "OK" when complete and then click "Print"

PROMOTIONAL ITEMS

CONTACT

Cammy Guggisberg Marketing Specialist Office C233

Phone: 281.756.3550 Fax: 281.756.3956

cguggisberg@alvincollege.edu

All requests for promotional items with the college logo must be approved by the Marketing & Media department before placing orders with vendors. This is to ensure the proper artwork is sent to the vendor and that all promotional items are representative of the college brand.

Marketing has an inventory of basic items such as pens, pencils, and notepads that can be provided for your event.

Once we have created the appropriate art for your product, we will supply the vendor with the necessary files.

The process to order specialized items could take up to two months to receive your final products, so please plan ahead.

Guidelines:

The only website url that will be listed on promotional items is www.alvincollege.edu or www. alvincollege.edu/department.

Deviations from the College logo and tagline will not be permitted. Departments may use special logos created by Marketing & Media

Items should be ordered in coordination with the College's official colors: red and black with white accent

Questions should be addressed to Lorrent Smith, Marketing & Media Director, 281.756.3569.





CONTACT

Sammi Sanders Digital Marketing Specialist Office C233

Phone: 281.756.3542 Fax: 281.756.3956

ssanders@alvincollege.edu

Today's students and the population in general relies more on digital media as a primary source of information. We strive to maintain this digital connection with our audiences through the management of the college's official Facebook, Twitter, LinkedIn and Instagram accounts. We also maintain a presence on Snapchat and YouTube. This involves posting notifications about college events, awards & achievements, emergencies, important dates, etc. We use these mediums to connect with students in a fun and engaging way to solicit conversations and interest about the college.

We also provide guidance on proper usage of unofficial club or department social media pages. Please take time to read the guidelines and become familiar with the college's view on proper social media engagement. We desire that all communication uphold the image of the college as in institution that provides a high-quality educational experience that promotes student success and enhances quality of life.

Requests for developing a social media campaign should be made at least two weeks in advance.





WEBSITE DESIGN & ADMINISTRATION

CONTACTS

Charzetta Fleming Web Administrator Office C230

Phone: 281.756.3546 Fax: 281.756.3956

cfleming@alvincollege.edu

Dacia Henderson Web Designer/Developer Office C228

Phone: 281.756.5720 Fax: 281.756.3956

dlhenderson@alvincollege.edu

The Alvin Community College website is one of our most valuable marketing tools. The website is also an essential resource for the entire campus community.

Some of our services include:

- Posting new content and updating information
- Creating landing pages and specialized forms for ACC courses, programs or events
- Assisting faculty with creating their webpages, blogs or wikis and linking them to the ACC public website

- Training faculty & staff to use ACC's web content management system (CMS)
- Promoting college events and announcements by posting them on the campus calendar and the homepage banner when appropriate
- Creating analytical reports used for fixing website issues and monitoring site activity
- Taking employee photos for use in the employee directory

How to Submit Jobs:

To request an update or addition to the website, complete our online *Project Request Form. Select the Web Services form.

Simple requests can be completed within 48 hours of acceptance. Requests for new or replacement pages requires **10 days**. For more complex jobs, please allow twofour weeks for completion.

Please note that all changes to the website must be cleared by the appropriate department or party responsible for the information.

^{*}Request form can be accessed by visiting https://app5.workamajig.com/platinum/



The following are areas we don't cover:

- Maintain or support the following websites and applications:
 - myBlackboard Contact Distance Ed & IT Helpdesk
 - WebACCess Contact the IT Department
 - Xitracts Contact Distance Ed
 - Marketplace & Touchnet Contact the Business Office
 - College Store Contact Vicki Marvel
- Faculty & Staff IDs Contact Student Services
- **KACC Radio advertising** Contact Student Services
- **Blue Tube** Contact Student Services (we create graphics, but do not administer the system)
- **Marquees** Contact Student Services
- **Bulletin Board Display Cases** Contact Student Services





We are available Monday through Friday, 8:00 a.m. to 5 p.m. Please feel free to call or email to schedule an appointment with any of our staff members

Lorrent Smith Director, Marketing & Media 281.756.3569 ljsmith@alvincollege.edu

Administration

Neisha Pander Administrative Assistant (P/T) 281.756.3567 npander@alvincollege.edu

Communications

John Tompkins **Communications Coordinator** 281.756.3551 jtompkins@alvincollege.edu

Graphic Design

Brooke Dienst Senior Graphic Designer 281.756.3576 bdienst@alvincollege.edu

Kyle Upton Graphic Designer (P/T) 281.756.3571 kupton@alvincollege.edu

Marketing & Recruitment

Cammy Guggisberg Marketing Specialist 281.756.3550 cguggisberg@alvincollege.edu

Mario Saenz College Recruiter 281.756.3552 msaenz@alvincollege.edu Sammi Sanders **Digital Marketing Specialist** 281.756.3542 ssanders@alvincollege.edu

Media Technology

Kyle Marasckin Media Technology Specialist 281.756.3570 kmarasckin@alvincollege.edu

Printing

Lynette McAfee **Print Specialist** 281.756.3580 lmcafee@alvincollege.edu

Web Services

Charzetta Fleming Web Administrator 281.756.3546 cfleming@alvincollege.edu

Dacia Henderson Web Developer/Designer 281.756.5720 dlhenderson@alvincollege.edu

Cierra Duncan Web Content Specialist (P/T) 281.756.5746 cduncan@alvincollege.edu



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