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Title: MAINTAINING QUALITY IN COMMUNICATIONS

Code: HH0200

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Policy Reference: H0203, Marketing and Communications

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To ensure the consistency and quality of all college messages and the college's visual image, the Department of Marketing and Communications (hereafter referred to as the Department) has the responsibility to develop all materials for **external audiences**. These are the materials which support student recruitment and retention goals and/or enhance communication goals and include (but not limited to):

- Media advertising;
- Printed and electronic recruitment materials;
- Social media; and
- Newsletters.

The Department also maintains responsibility for developing and implementing appropriate distribution for these materials.

Other college staff needing materials for any external audience, including those listed above, must contact the Department for guidance.

Departments that produce internal communications - newsletters, flyers, posters, etc.- are advised to use MATC' branding guidelines, which contains appropriate use guidelines.

For assistance, call the Department of Marketing and Communications.

*Office of Responsibility: Department of Marketing and Communications.*