



Berkeley City College Memorandum

To: Everyone at Berkeley City College cc:
From: Shirley Fogarino, Public Information Officer
Date: August 20, 2008
Subject: Branding Berkeley City College: BCC Marketing Guidelines

We have made tremendous progress toward branding Berkeley City College. We've worked with Bakken Creative and Peralta's Department of Marketing, Public Relations, and Communications, to ensure that college publications, brochures, and other external and internal communications all position us as a unique community college, as well as a member of the Peralta family of colleges.

Because our goal is to always convey a feeling of welcome to our students, and through word and image, convey the messages of our mission, vision and values, we have developed processes and guidelines below for Berkeley City College marketing endeavors.

The college's public information officer, working in concert with department chairs, unit supervisors, and designated administrators, periodically develops and/or reviews external publications and other communications media used for marketing Berkeley City College, its programs and services. This ensures that materials meet college and district production and branding standards. For our occupational publications, the process ensures that BCC is in compliance with state and Perkins Act standards. The process also ensures that BCC materials meet accessibility standards set forth in the Americans with Disabilities Act.

Use these general guidelines in planning your marketing and public information needs.

For strategic planning and publication production:

1. In March and April, we review and, as necessary, change your department's or unit's strategic marketing plan. The process allows us to determine integrated marketing communications strategies and appropriate publications for your department or unit. During these months, BCC's Public Information Officer meets with Department Chairs and Unit Supervisors to develop unit and department marketing plans and determine target marketing strategies. The college's Strategic Marketing Plan, which is linked to marketing-related goals set forth in PCCD's and BCC's educational plan, drives planning, publications production, and integrated marketing communications strategies.

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2. Each department and unit has a marketing plan which is annually published in the college's Strategic Marketing Plan.
3. Berkeley City College's catalog and class schedule are the master documents from which all college publications are developed.
4. Work with Berkeley City College's marketing and public information office to determine and plan your brochures, flyers, and other publications so that they are part of your annual strategic marketing plan strategy. Market segmentation, target marketing, and publication production costs are determined in the planning process, and reflected in the college's annual strategic marketing plan.
 - a. All flyers and brochures must reflect the Berkeley City College brand image. They also must reflect that the BCC brand is part of the Peralta family. **Always use pre-designed college flyer, brochure, PSA, and press release templates.**
 - b. Always consult the college's marketing and public information office to produce a new flyer or brochure.
 - c. Flyer and brochure templates are available from the college's Marketing Office.
 - d. To produce color publications, Berkeley City College works with the Peralta District's Office of Marketing, Public Relations, and Communications, to ensure that a common look and feel will be present in all college publications, and that these also will reflect that Berkeley City College is part of the Peralta family of colleges.
5. **Work with your college Marketing and Public Information Office to develop publications content.** We will help you write, edit and design your publication so that it meets college publications standards. BCC's publications development process often uses focus groups and surveys to determine language and graphics that our various student communities and target markets prefer. Results-oriented publications are best developed with student input, so if you wish to produce a new brochure or flyer, we will work together to develop and gain input from targeted focus groups. The best time to plan your annual strategy is in March or April when we develop BCC's annual strategic marketing plan.
6. All Berkeley City College publications are written in the active, "you" voice and encourage action on the part of the reader. For example, instead of, "The student will" we say, "You can (or will)" Instead of, "Students should enroll for class on", we say, "Reserve your place in class now."
 - Departmental and unit publications planning takes place in March and April when your unit works with the Public Information Officer to develop its annual strategic marketing plan. This allows us to create a budget and produce an integrated marketing communications and publications schedule for the year.

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- a. Requests for revision and production of already existing flyers and brochures should be made **four to six weeks in advance for brochures, and three weeks in advance for flyers.**
 - b. To conserve paper, we encourage packaging two or more related classes on one flyer.
 - c. All flyers and Berkeley City College publications templates are saved in electronic format in a flyer database in the college's Marketing and Public Information Office.
 - d. If you already have a flyer on file, it is automatically updated and placed in your mail box or sent to you via e-mail each semester. After your flyer is duplicated and copies are placed in your box, Karen Shields in our duplicating center on the first floor keeps a copy of the original, should you require additional flyers.
7. Twice a year, we distribute a Berkeley City College class schedule production calendar to all administrators, department chairs, and unit supervisors. **Keep the publications schedule posted in your office or online to ensure that you meet both PCCD and Berkeley City College schedule production deadlines.**

For public service announcements, events promotion, press releases:

1. Determine need in department or unit, preferably as you develop your marketing plan. Materials production should be driven by your department's marketing plans.
2. Information for the PSA or press release must be received **at least five (5) weeks prior to event.** Requests for press releases and PSAs are not accommodated if deadlines are not met. Radio and TV stations must receive a PSA a minimum of four weeks before an event takes place. Daily and weekly newspapers must receive press releases and calendar items **a minimum of two weeks** before an event or workshop takes place.
3. The college's Marketing and Public Information Office must review press releases and PSAs for all media. **All press releases and PSAs must be written using guidelines from the latest edition of the *Associated Press Style Book and Libel Manual.***

For BCC direct marketing projects and PCCD advertising:

1. Advertising campaigns involving all four colleges (Peralta as a family brand) generally take place three times annually, to coincide with semester and summer enrollment. They are developed by the Peralta Community College District's Office of Marketing, Public Relations, and Communications, in concert with the our four colleges. Paid, mass media department or class advertising does not take place for individual colleges, but BCC uses free, co-branded, targeted

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communications in business, government and community organizations in our service area.

2. Each semester, BCC conducts community and direct mail marketing campaigns for college programs. Department letters and a current class “pull-out” sections from BCC’s class schedule, are inserted into target-marketed occupational brochures, and direct mailed to various targeted industry and nonprofit groups.
3. BCC is an active member of several social network groups, including MySpace, FaceBook, Black Planet, and others. Our student marketing interns communicate with our many “friends” each semester.

For Websites:

1. Any Web content must be reviewed and posted by department and committee chairs, other faculty or staff, unit supervisors, or by administrators. Web access is granted by your department administrator, then by the Help Desk at the District office.
2. For now, submit all copy and images in an electronic format for review by your department, committee chair, or department administrator before you post it. Save text as MS-Word or as Rich Text Format (RTF) files; save images as JPEG or GIF files. All copy must be edited and free of all grammatical and typographical errors.
3. For the fall 2008 semester, Peralta will convert all college Web sites to a new format. There is presently no access to the old Web site pages. After the new format is introduced, and if you need help with developing your page or posting your material, make an appointment to see Theresa Rumjahn at info@eberkeley.org, Josh Boatright (jboatright@peralta.edu), or Fabian Banga (fbanga@peralta.edu). Fabian can answer questions about what’s happening district wide with the college Web sites.
4. There currently is no Web master or Web technician at Berkeley City College. All departments and units are responsible for creating and posting their own materials, with the assistance and guidance of the individuals listed above. The college’s Web Group and administration are addressing this issue.
5. **Copyright laws must be observed at all times.** Copyright status of all material must be clearly indicated in all submissions. Material not conforming to copyright laws cannot be posted.

Please contact me at (510) 981-2852 or e-mail sfogarino@peralta.edu if you have questions.