

Marketing/Public Relations/Publications



Services Guide

The Institutional Advancement Office (IAO) at Moorpark College is the first stop for advertising, marketing, publications, public relations and strategic planning for all campus departments and organizations. As with all department projects or purchases, please obtain authorization from your Dean or Director first.

Make an appointment with the IAO to work on these steps.

STEPS FOR NEW PROJECTS

Step 1 – Determine Strategy

We will use your Program Plan as a guide to fill out the Strategy form.

Step 2 – Establish Annual Plan

The Strategy form will guide us to create an annual plan of activities and to estimate costs.

Step 3 – Define New Project

We will write a project brief for each component of the annual plan.

Step 4 – Management Approval

Once the project has been developed, we will get final approval from the program's Dean or Director.

STEPS FOR EXISTING PROJECTS

Discuss your existing project with your Dean or Director. They will determine if the project qualifies as existing, needs to be handled as a new project, or is exempt as with business cards, stationery and internal forms.



Step 3 – Define Existing Project

We will develop a draft as per project brief form.

Step 4 – Management Approval

Once the project has been developed, we will get final approval from the program's Dean or Director.

All publication projects must be submitted with a Publication Request, see back page.

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NEW PROJECTS START HERE

STEP 1 DETERMINE STRATEGY

Program/Service: _____

What do you want to promote? _____

What audience/population? _____

Goals? _____

Project Type: Advertising Direct Mail Email Event
 LCD Screen Marquee News Release Photography
 Print Presentation Video Web Site

STEP 2 ESTABLISH ANNUAL PLAN

	CALENDAR		
DATE	PROJECT	DETAILS	COST
August			
September			
October			
November			
December			
January			
February			
March			
April			
May			
June			
July			

EXISTING PROJECTS START HERE

STEP 3 DEFINE PROJECT

Project Type: Advertising Direct Mail Email Event
 LCD Screen Marquee News Release Photography
 Print Presentation Video Web Site

Purpose of Project: Introduce New Program/Service Increase Enrollment
 Improve Image Other _____

How do you want people to respond to ad/publicity? Call, email, other
 Go to website No action, image only Other _____

Target audience(s): _____

Text to be included (attach hard copy & email file).

Images/photos to be used (attach hard copy & email file)

Project Focus: What's New Achievement Information

OK to create project draft from defined input.

Client Signature: _____ Date: _____

Email: _____ Phone: _____

STEP 4 MANAGEMENT APPROVAL

Dean or Director's approval is required.

Budget: _____

Dean or Director's Signature: _____ Date: _____

Phone: _____ Email: _____

