

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.

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