Tri-County Technical College
BRAND TOOLKIT

TriCounty
TECHNICAL COLLEGE

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Tri-County Technical College

BRAND TOOLKIT

OVERVIEW

In recent years, recognition of the Tri-County Technical College name has increased steadily. As our reputation continues to grow, it is more important than ever that we work together to build public awareness and understanding of our College. The first contact many people have with TCTC is through a letter, postcard, advertisement, publication, or web page. Everyone involved in communications at Tri-County Technical College has a responsibility to represent the College identity in a consistent and accurate way.

This document is intended to help all members of the TCTC community ensure that the excellence of our institution is reflected in all forms of communication. These standards will help ensure that each time we communicate, the public receives a clear and consistent message that reflects our brand image and vision to be a role model in community college education.

Letter from the President

Everything we do as a College impacts how we are perceived. Our exceptional faculty and staff enhance our College's image through their tireless dedication to student success. Similarly, the way we communicate as a College influences how people perceive us as an institution. Both are a reflection of our College's brand, which is measured by what people know about us and how they feel about us.

I am pleased to introduce you to the Tri-County Technical College Brand Toolkit. This document outlines the use of the College graphic identity system to maintain and build the strength of our brand. By following these graphic standards, you are helping to protect our brand, which is one of our most valuable assets.

This document was developed by the Public Relations and Marketing Office, which has responsibility for implementing and overseeing these standards for the College. Should you have any questions, please contact them for assistance.

A strong graphic identity helps to communicate the image and aspirations of our institution. Working together, we can and will become the first choice for higher education in Anderson, Oconee, and Pickens counties and a role model among community colleges across the nation.

Sincerely,

Ronnie L. Booth, Ph.D.

CREATING A BRAND

A brand is not just a name or a logo. Instead, it is a promise and perception derived from both the communications received concerning the product, service, or company, and the experiences a person has with it. For a brand to communicate this perception and promise effectively, every communicated element needs to be carefully crafted. Effectively managing our brand communications will help Tri-County Technical College become a "first choice" in higher education and training in the minds of our current and potential customers. This is the goal of the Tri-County Technical College brand.

PROTECTING THE BRAND

Once a brand is created, standards must be developed to keep the brand message consistent and strong. By following the guidelines in this handbook, Tri-County Technical College will strengthen its brand. Through consistent use and repetition, the College will realize the value and potential of a brand that is united on all fronts of communication.

VIEWBOOK

2011-2012 | www.tctc.edu | 864-646-8361

TriCounty TECHNICAL COLLEGE

GET READY

iCount

Transform Your Skills into a True Class Act

Nearly all of us can name at least one teacher who positively impacted our lives – who helped us look at something in a different light or guided us toward that "ah-ha moment" of understanding or who encouraged us to strive for greatness. Studies show that by the time students reach their high school graduation, they will have spent more than 13,000 hours in the classroom. If you can see yourself on the teaching side of that time and you're ready to inspire and equip tomorrow's leaders, consider the field of early childhood development.

Job Outlook

Careers in education are quite varied. Tri-County's Early Childhood Development programs train students to become committed, capable, and compelled public school teacher assistants, as well as directors, teachers, and teacher assistants in Head Start or other early care programs. In part, because of a greater focus on school quality and accountability, the U.S. Department of Labor predicts about a 38% growth for teacher assistants by 2018, with the best opportunities for those having at least two years of formal post-secondary training. Additionally, as pre-school becomes more valued and more formalized as a foundation prior to kindergarten, particularly in homes with two working parents, the growth in jobs in childcare services is projected to increase by about 15%.

What You Do	What You Earn
Child Care Center Managers Provide day-to-day supervision of teachers, administrative support workers, cleaning crews, cooks, and bus drivers, as well as develop programs, coordinate marketing efforts, and manage budgets.	$##,$##
Child Care Workers Nurture and care for children who have not yet begun school or supervise older children after school. Some options include faith-based centers, family or group child care homes, and both private and public child development centers.	$##,###
Pre-school Teachers Teach children, usually ages 3-5, with a focus on specific areas of child development, including motor skills, social and emotional development, and language skills.	$##,###
Teacher Assistants Provide instructional and administrative assistance to classroom teachers, as well as individualized assistance to students.	$##,###

Average annual salaries from South Carolina, Upstate metro areas, as reported by U.S. Department of Labor. Earnings will vary depending upon position, employer, level of responsibility, experience, and demonstrated ability. For more information about our graduation rates, median debt of students who completed the program, and other important information for individual certificates or diploma programs of at least 16 credit hours, visit www.tctc.edu/programsofstudy.

iCount TECHNICAL COLLEGE

Health Care: Nurs

iCo

Nurture a Career as a Nurse
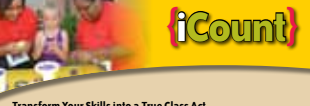
Are you genuinely concerned about the welfare of others? Do you want to help t... have the compassion to help people cope in critical situations? You just mi... a great nurse, and Tri-County's programs (see reverse) can put you on the path... there is a common goal in the health care cluster of delivering care by maintaini... the options for career paths vary greatly. Do you thrive on intensity? Choose crit... Choose maternity or pediatrics. Want the camaraderie of fellow nurses? Choose a... can specialize by health condition, by body organ, by the type of people they serve, and even by part-time or full-time employment.

Job Outlook

Nearly 120,000 people in S.C. are employed in hundreds of different Health Science occupations. There are more than 35,000 RNs and 10,000 LPNs employed in S.C., but the U.S. Department of Labor is projecting that number to grow significantly. The main reason is that we're living longer, and an older population requires more health care. Approximately 50% of RN openings are in hospitals, and about 26% of LPN jobs are there. Another 9% and 12%, respectively, will be needed in physicians' offices. The balance of positions is spread throughout the evolving health care industry, including home health agencies, residential care facilities, and outpatient care agencies.

What You Do	What You Earn
Licensed Practical Nurse Care for ill, injured, or disabled individuals by taking vital signs, charting conditions, administering medications, assembling and using medical equipment, and performing clerical and administrative duties. May work under the supervision of a registered nurse.	$##,###
Registered Nurse Assess patient health needs, develop nursing care plans, administer care, coordinate with health care team members, direct and supervise LPNs, provide instruction to individuals or families on topics like health education, childbirth, disease prevention, and more.	$##,###

Average annual salaries from South Carolina, Upstate metro areas, as reported by U.S. Department of Labor. Earnings will vary depending upon position, employer, level of responsibility, experience, and demonstrated ability. For more information about our graduation rates, median debt of students who completed the program, and other important information for individual certificates or diploma programs of at least 16 credit hours, visit www.tctc.edu/programsofstudy.

Online Information Presentations

We've made it... easy to learn... about the basic... requirements... for beginning the Nursing program at Tri-County Technical College. Visit www.tctc.edu, then click... "Academics," "Prepare for a Career," and "Nursing." Once you're th... click on "Updates to Nursing." ... viewing the videos, you'll lear... more about the next steps, inc... a face-to-face meeting with our Nursing Admissions Liaison.

iCount TECHNICAL COLLEGE

Information Technology

iCount

Get with IT

Not a week goes by without something new being unveiled in computer technology. Processor speeds have touched 4.7 GHz, hard drives are being measured in terabytes, and you can sync your computer, your phone, and your television without ever pulling out a cord or wire. Information Technology is at the heart of the 21st century – just imagine what the future holds for this exciting field. As we push to have communications with smaller, faster, and cheaper computer hardware and software, expect the industry to continue to grow in unlimited ways.

Job Outlook

It's impossible to work in today's business world without computers, and someone has to design them, build them, maintain them, repair them, and teach others how to use them. And that's just the hardware. When you factor in the software, it's easy to see why Information Technology has many of the careers with the highest expected growth. That growth, though, comes at the price of having to keep up with ever-changing technology. Consequently, individuals with the broadest skills, like those who major in Tri-County's Computer and Information Technology program (see reverse), will enjoy the most job security and receive the highest pay. For those willing to keep their skills current, network systems and communications analysts, including web administrators and developers and those highly knowledgeable about wireless networks, will experience some of the strongest growth, with national projections indicating a 53% increase by 2018.

What You Do	What You Earn
Computer Programmers Write programs that convert software programs into a logical series of instructions that a computer can follow.	$##,###
Computer Support Specialists Provide technical assistance and advice to individuals and companies, such as in a help-desk setting.	$##,###
Database Administrators Use database-management software to store, organize, use, and present data.	$##,###
Network and Computer Systems Administrators Design, install, and support a company's computer systems.	$##,###
Network Systems and Data Communications Analysts Develop, test, troubleshoot, analyze, and maintain data communication systems, including local area networks, wide area networks, and intranets.	$##,###

TriCounty TECHNICAL COLLEGE

Logo Usage

Our logo is the official mark of the College. It is the most visible element of our identity. The logo should be used in a consistent manner and should not be altered in any way.

The logo, adopted by the College in 2009, illustrates the letter "T" in an abstract form. The three curves represent the three counties we serve: Anderson, Oconee, and Pickens. The design shows a pathway to success and demonstrates the unity shared by the three counties and the commitment they share in helping Tri-County Technical College carry out the mission, vision, and values of the College.

The logo should not be used in any other colors or formats, nor should it be stretched or shrunk unproportionally. The stylized "T" should not be separated from the logo type.

Note: In the logo treatment, "TriCounty" is not hyphenated. However, when the words "Tri-County Technical College" are used in written documents, Tri-County must be hyphenated.

Acceptable uses of the logo are shown here.

The type of publication, including the print colors, determines the choice.

FULL COLOR LOGO

2 COLOR LOGO

1 COLOR LOGO

2 COLOR LOGO REVERSED

1 COLOR LOGO REVERSED

4 COLOR LOGO - STACKED

Our Office has developed a stacked version of our logo to be used in limited circumstances.

COMMEMORATIVE LOGO

This special commemorative logo will be used from January 2012 - December 2012 while the College celebrates its 50th anniversary

To ensure quality and consistency with our brand, never use the logo at a size smaller than 1.25 inches wide. Also, leave enough space around the logo (take two "E"s from Technical as measurement), and avoid distortion of the logo when reducing or enlarging its size by adjusting it from the corners rather than the sides, top or bottom.

Unacceptable uses of the logo are shown below.

Ut expliqui berae. Neque consequ idignim nobis dolum et excerum qui utaturite cor aliqui apissequia dolupta is ratecae corrovide poreres simperovita est et dia dolupisitis esse nonse nobit qui dolore volorporum fuga. Upicius, apercia perferi onsequi aceptur? Ut expliqui berae. Neque consequ idignim nobis dolum et excerum qui utaturite cor aliqui apissequia dolupta is ratecae corrovide poreres simperovita est et dia dolupisitis esse nonse nobit qui dolore volorporum fuga. Upicius, apercia perferi onsequi aceptur? Ut expliqui berae. Neque consequ idignim nobis dolum et excerum qui utaturite cor aliqui apissequia dolupta is ratecae corrovide poreres simperovita est et dia dolupisitis esse nonse nobit qui dolore volorporum fuga. Upicius, apercia perferi onsequi aceptur?

To download a jpg of the logo

... log into eTC, click on Employee Tab, then My Service Requests, then the Public Relations and Marketing Services link.

Or, visit www.tctc.edu and click on About TCTC, then Media. If you need the logo in a different format, contact the Public Relations and Marketing Office.
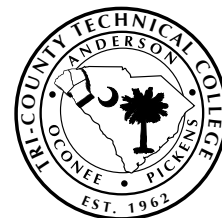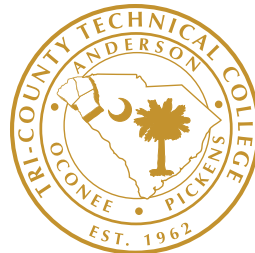
The College Seal

The official Seal of Tri-County Technical College depicts the State of South Carolina with emphasis on the three counties that comprise the College's service area — Anderson, Oconee, and Pickens counties. The seal also includes the Silver Crescent Moon and Palmetto Tree, both of which are official State symbols. The map is encircled by the names of the counties, the College name, and "est. 1962," which is the founding date of the College.

The seal may be used on the following items:
- Official College credentials (degrees, diplomas, certificates, transcripts)
- Publications of the College Commission and the Office of the President
- Publications of the Tri-County Technical College Foundation, Inc.
- Other official, ceremonial, or historical College materials as approved by the Public Relations and Marketing Office
- Major media and fundraising initiatives
- Legal documents and contracts
- Limited merchandise with advance approval by the Public Relations and Marketing Office.

Permission to use the seal must come from the Public Relations and Marketing Office.

The College Mascot

The Hawk is the official mascot of Tri-County Technical College. It is used primarily in association with athletic programs and events. It is not to be used in lieu of the official college logo on College publications. The mascot image should not be altered, and no elements are to be extracted and used in a stand-alone manner (e.g., beak, eyes, claws).

To download a jpg of the logo, log into eTC, click on Employee Tab, My Service Requests, and the Public Relations and Marketing Services link. Or, visit www.tctc.edu and click on About TCTC, and Media. If you need the logo in a different format, contact the Public Relations and Marketing Office.

Acceptable uses of the logo are shown here.

Unacceptable uses of the logo are shown below.
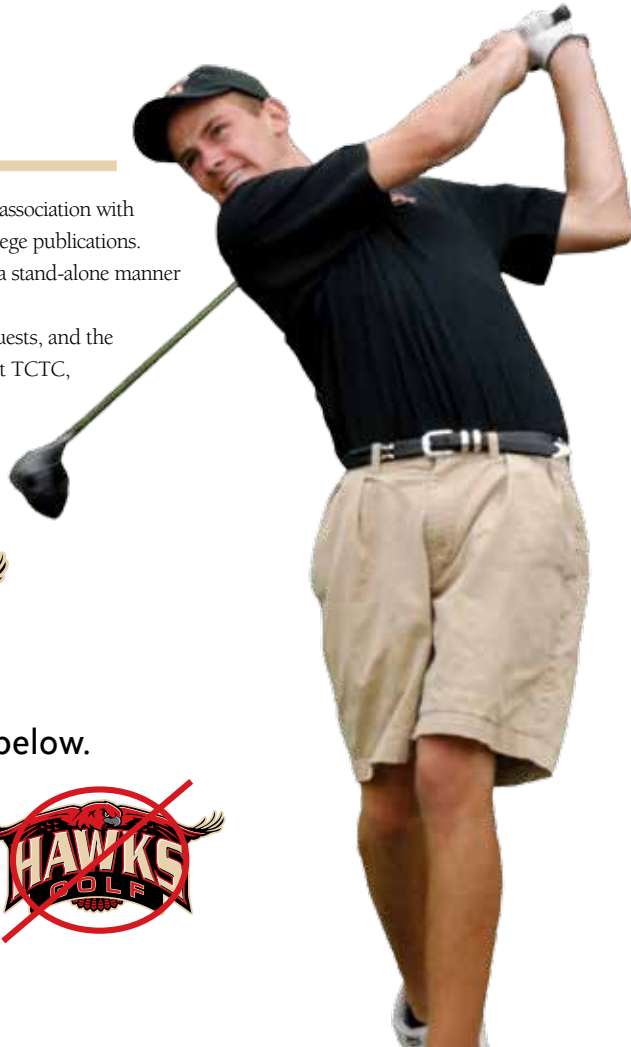
Division, Departmental, and Organizational Logos

Tri-County Technical College has one logo. The Public Relations and Marketing Office ocassionally receives requests from departments and institutional organizations wishing to develop their own logo or identifying mark to differentiate themselves. The branding efforts of TCTC do not support these requests. Multiple logos from one College will compete with one another and can confuse the audience. The net effect of departments and organizations having their own look is a weaker brand for the College as a whole. One strong logo means we all receive positive benefits and recognition.

Student Government Association

Organizations that are not approved for their own logo are encouraged to use the College logo with the organization's name printed beneath. An example is this image developed for the Student Government Association (SGA).

APPROVED SUBSIDIARY LOGOS

The College has developed and/or adopted several subsidiary logos because of their unique need. Special approval has been obtained through the Public Relations and Marketing Office.

Bridge to Clemson – A logo was created for this unique partnership with Clemson University.

Gateway to College – The Gateway to College program is part of a national initiative and has its own logo that we are required to use on GTC promotional materials.

TRiO – TRiO is a federal grant program with a national logo that we are required to use on all its promotional materials.

Campus Store – As a self-supporting auxiliary services unit, this organization is allowed its own logo.

The College Café – As a self-supporting auxiliary services unit, this organization is allowed its own logo.

Learning Excellence Initiative (LEI) – This program is part of the College's Quality Enhancement Plan and has its own logo.

LC² - A result of the Title III Grant and an expansion of the LEI program, the LC² program has its own brand and logo image, shown here.

Typefaces

Another element that helps promote our brand is typestyle. The two primary types, or fonts, used in College publications are Berkeley Oldstyle and Bailey Sans. Secondary approved fonts for print or the web are Tahoma, Franklin Gothic, Arial, and Garamond.

No more than 2-3 fonts should be used in a publication. For ease in reading, avoid the use of script or display fonts, as well as all capital letters for body copy. Script text is fine for a large headlines or on an invitation but not for large bodies of copy. Fonts should not be forced bold or italic by clicking the button for it in MS word. The font named with bold or italic should be selected to prevent problems when printing. Some fonts were created specifically for web because they are monospace and should not be used for print.

Primary Approved Fonts

Berkeley Oldstyle Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789#$%&?

Berkeley Oldstyle Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789#$%&?

Berkeley Oldstyle Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789#$%&?

Berkeley Oldstyle Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789#$%&?

Berkeley Oldstyle Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789#$%&?

Berkeley Oldstyle Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789#$%&?

Primary Approved Fonts (Continued)

Berkeley Oldstyle Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789#$%&?

Berkeley Oldstyle Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789#$%&?

Bailey Sans Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789#$%&?

Bailey Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789#$%&?

Bailey Sans Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789#$%&?

Bailey Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789#$%&?

Secondary Approved Fonts for Use on Web or Print

Tahoma

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789#$%&?

Franklin Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789#$%&?

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789#$%&?

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456789#$%&?

Color Palette

FOR PRESIDENT AND FOUNDATION USE ONLY

BLACK
Spot
PMS Process Black
Process
c0 m0 y0 k100
Web
000000
RGB
R0 G0 B0

TAN
Spot
PMS 467
Process
c9 m15 y34 k0
Web
ded3b0
RGB
R213 G194 B150

RED
Spot
PMS 185
Process
c0 m100 y68 k0 (altered for 4C match)
Web
ee0033
RGB
R231 G0 B51

Metallic GOLD
Spot
PMS 871

SECONDARY COLORS

GREEN
Spot
PMS 383
Process
c0 m0 y100 k19
Web
b2bb1e
RGB
R162 G173 B0

PURPLE
Spot
PMS 268
Process
c82 m100 y0 k12
Web
4f2683
RGB
R80 G45 B127

BLUE
Spot
PMS Process Blue
Process
c100 m10 y0 k10
Web
0093d0
RGB
R0 G133 B207

TEAL
Spot
PMS 3145
Process
c100 m0 y19 k23
Web
008da8
RGB
R0 G122 B148

BROWN
Spot
PMS 732
Process
c0 m55 y100 k64
Web
753f00
RGB
R96 G51 B20

ORANGE
Spot
PMS 152
Process
c0 m51 y100 k1
Web
f3901d
RGB
R227 G114 B0

YELLOW
Spot
PMS 7406
Process
c0 m18 y100 k0
Web
ffcf01
RGB
R237 G183 B0

An important element in creating a visual identity is the standardization of color in advertising and publications. The official Tri-County Technical College colors are tan (PMS 467) and black. The official accent color is red (PMS 185).

A metallic gold spot color is available for use by the President's Office and Foundation Office. This spot color (PMS 871) is used in place of the tan on official publications by those offices.

Other colors have been added to the College's color palette to complement the official colors. They should not replace or overpower primary colors. Colors have been tested on many different computers, using various browsers, on Mac and Windows platforms; however, colors do appear differently on your monitor than they do in print. Additionally, inks react differently on coated (glossy) versus uncoated (rough or matte) paper stocks, and ink colors will appear different on colored paper. For an exact color match, or additional assistance, please contact Public Relations and Marketing.

Accreditation

The following accreditation statement is to be used in the College Catalog, Viewbook, Annual Report, website, and Commencement program. It may be used in other publications as space allows.

Tri-County Technical College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award the associate degree. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Tri-County Technical College.

EEOC/Affirmative Action Statements

All College publications or documents produced for external use, regardless of medium, will contain one of the following statements:

Statement 1

(Catalog, Public Website):

It is the policy of Tri-County Technical College to recruit, hire, train, and promote employees and to provide educational opportunities to students without regard to race, color, religion, sex, disability, veteran's status, age, or national origin, in compliance with the provisions of the Civil Rights Act of 1964, Title VII of the Equal Employment Opportunity Act of 1972, Title IX of the Education Amendments of 1972, the Rehabilitation Act of 1973, Executive Orders 11246 and 11375, Revised Order 4 of the Department of Labor, the South Carolina Human Affairs Law of 1972, the Format Memorandum issued by HEW in August 1975, the Equal Pay Act, the Age Discrimination in Employment Act of 1967, the Immigration Reform and Control Act as amended 1990, and the Americans with Disabilities Act of 1990.

Student inquiries regarding compliance may be directed to:

Mr. Dan Holland
Vice President for Student Affairs
Pendleton Campus
Anderson Hall, Room 101
(864) 646-1575

Employee inquiries may be directed to:

Ms. Sharon Colcolough
Director of Personnel
Pendleton Campus
Ruby S. Hicks Building, Room 109
(864) 646-1790

Statement 2

(Annual Report, Commencement Program, Viewbook, career cluster cards, and other major publications):

Tri-County Technical College does not discriminate in admission or employment on the basis of race, color, religion, sex, qualifying disability, veteran's status, age, or national origin.

Statement 3

(advertising, other publications such as athletics brochures, event fliers)

EOE/AA

Other Required Statements

Admissions Statement

Marketing publications produced for external use, print or electronic, will contain this statement:

To be accepted to Tri-County Technical College, proof of an official high school diploma or transcript verifying graduation/GED completion must be submitted. Applicants without a high school/GED credential may be admitted into certificate programs. Applicants under the age of seventeen not seeking dual enrollment courses are required to meet with the Dean of Enrollment Management to determine eligibility for admission. Please check the College catalog for additional program-specific entry requirements.

Gainful Employment Statement

Marketing publications produced for external use, print or electronic, will contain this statement:

For more information about our graduation rates, median debt of students who completed the program, and other important information for individual certificates or diploma programs of at least 16 hours, visit www.tctc.edu/programsofstudy.

Official Messages

MISSION

The College's Mission Statement shall be included in the College Catalog and Annual Report, as well as on the College website. The College's Mission Statement, when used in any form (written or electronic), shall be quoted exactly as approved by the Tri-County Technical College Commission:

Tri-County Technical College is a public, two-year community college dedicated to serving as a catalyst for the economic and lifelong development of the citizens of Anderson, Oconee, and Pickens counties through outstanding programs and unparalleled service. An open admissions institution with primary focus on teaching and learning, the College serves approximately 6,000 to 7,000 students through both on-campus and distance learning courses. The College grants certificates, diplomas, and associate degrees in technical, career, and transfer programs. The College also offers certificates in continuing education programs.

VISION

The College's Vision Statement generally appears immediately following the Mission Statement in the same publications and reads as follows:

Tri-County Technical College will be the role model for community college education through dedication to high standards, a nurturing environment, community alliances, and innovative leadership.

VALUES

The values of the College are approved as follows:

At Tri-County Technical College, we value
INTEGRITY—respect for the dignity, equality, and potential of self and others in personal and professional interactions.
RESPONSIBILITY—accountability in personal, professional, community, and fiscal affairs.
ACCESSIBILITY—equal opportunity to advance professionally and personally in a clean, safe, stimulating, and aesthetically pleasing environment.
COLLABORATION—partnerships among students, faculty, staff, and community to promote open and effective communication, decision-making, and implementation of ideas and processes.
LEARNING—facilitation of intellectual and technical growth through commitment to continuous improvement and innovation.

When used, they should appear exactly as written above.

Pride Points

The Executive Staff approved the following "pride points" of the College for use in publications, printed and electronic. These are used for external advertising purposes and can be used one at a time or as an entire listing, depending on the audience and space available.

At Tri-County Technical College, I Can Count On…

1. A Solid Education Where Paying Less Doesn't Mean Getting Less

2. Flexible Schedules To Meet My Needs

3. Classes Close To Home

4. Instructors Who Know My Name

5. A Vibrant Campus Life Experience

6. Quality Courses That Transfer

7. Hands-On Training That Teaches Real-World Skills

8. Exciting Career Options

9. An Education That Employers Respect

10. A Bigger Paycheck

Because Being a Part of Tri-County Technical College Means I COUNT!

{iCount}

…is a graphical representation of our current marketing theme. Although its colors may vary, this messaging is to be used only in the graphical form shown. When used in sentence form, use normal sentence structure and no brackets. This graphic should be used only in conjunction with the logo treatment shown here.

SCTCS Think Jobs

The South Carolina Technical College System plays a vital role in preparing South Carolina's workforce for high-tech, high-skills jobs and serves as a driver for economic development by helping to attract new jobs to the State.

The identifying seal, THINK JOBS, connects all the elements of the System together in a cohesive brand accompanied by a proactive drive to educate South Carolina's business and opinion leaders as to the vital role the SC Technical College System plays in the economic success of our State.

Tri-County Technical College uses the THINK JOBS seal on major publications, such as the viewbook, career cluster cards, and external newsletters.
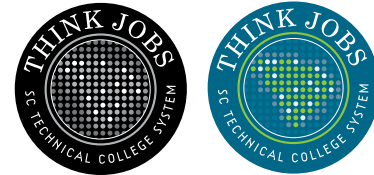
Diversity in Imagery and Text

Tri-County Technical College is committed to the principles of diversity, inclusiveness, and equal opportunity for all members of the College community. The following best practices will be used in visuals and text within print and electronic media:

- Include individuals from different racial and ethnic groups, and show the broadest possible diversity, including but not limited to gender, age, and ability.
- Refrain from stereotypical depictions of individuals.
- Use gender neutral language.

Correspondence

The Public Relations and Marketing Office has developed several products for use in written correspondence, including letterhead, envelopes, business cards, and thank you notes. On letterhead and envelopes, we reference only the College's mailing address. We do not have varying stationery products for each of our other campuses. Business cards, however, do indicate the primary physical location of the TCTC employee.

Other offices have stationery specifically for their external communication needs. These include the Foundation, Alumni Association, and the President's Office. Special recruiting-oriented envelopes are used by the Admissions Office. All have been designed by the Public Relations and Marketing Office. Other special requests must come through this office.

TriCounty
TECHNICAL COLLEGE

P.O. Box 587 • Pendleton, South Carolina 29670 • www.tctc.edu
(864) 646-8361 • 1-866-269-5677 (Within 864 Area Code)

TriCounty
TECHNICAL COLLEGE

Account #_____
P.O. Box 587
Pendleton, SC 29670

Rebecca Eidson
Director of Public Relations
and Communications

TriCounty
TECHNICAL COLLEGE

www.tctc.edu

STREET: 7900 Highway 76, Pendleton, SC 29670
U.S. MAIL: P.O. Box 587, Pendleton, SC 29670

Email: reidson@tctc.edu
Phone: (864) 646-1507
Fax: (864) 646-1895
Cell: (864) 247-8726

Tim Bowen
Director,
Anderson Campus

TriCounty
TECHNICAL COLLEGE

www.tctc.edu

STREET: 511 Michelin Boulevard, Anderson, SC 29625
U.S. MAIL: P.O. Box 587, Pendleton, SC 29670

Email: tbowen3@tctc.edu
Phone: (864) 260-6705
Fax: (864) 260-6707
Cell: (864) 642-7628

E-Mail

In order to communicate a consistent brand image for the College, we also have established guidelines for e-mail correspondence. If you frequently communicate with external constituents and wish to use a logo in the signature of your e-mail, please download a jpg of the low resolution logo created specifically for e-mail by logging into eTC, click on Employee Tab, My Service Requests, and the Public Relations and Marketing Services link. Or, visit www.tctc.edu and click on About TCTC and then Media. If you need the logo in a different format, contact the Public Relations and Marketing Office. When placing the logo, add a blank space between your signature line and the logo. Do not resize the logo.

Also, to ensure brand integrity and consistency with electronic correspondence:

- Please refrain from using "wallpaper" as a background on e-mail. Once again, it's a matter of trying to keep a consistent look for external customers.
- Please avoid using personal or departmental quotes and taglines as they may be interpreted to be an official TCTC tagline.

Mass E-Mail

The College has contracted with iContact to use its e-marketing tool for mass e-mails. The Public Relations and Marketing Office has designed templates for each office that use the iContact tool. Offices currently approved to use iContact include Admissions, Financial Aid, Student Records, the Campus Store, Corporate and Community Education, and the Business Office. Community Campus directors also use the tool to communicate with their external advisory committees. If you would like to learn more about this tool and whether or not it is appropriate for use by your office, contact the Public Relations and Marketing Office.

Website

An official TCTC webpage or website constitutes any page or site hosted by TCTC that includes tctc.edu in its URL and is available to the public. In addition, third party websites linked to the main website, such as the Campus Store, College Café, and Athletics websites, are considered official College websites. Websites directed at internal audiences also are considered official College websites (e.g., the eTC intranet portal and Academic Web).

All content on TCTC public webpages represents the brand image of the College. Every webpage has an impact on the College's ability to promote a positive image to the prospective students, their families, media, donors, accrediting agencies, funding agencies, businesses, industries, industry, and the public. To that end, TCTC official webpages must present an attractive, coherent, and consistent view of the College and its identity to anyone who visits any portion of the website(s).

Responsibility for the development and maintenance of the College's public website is assigned as follows:

a. The Information Technology (IT) Department is responsible for the overall technical design, infrastructure, and system availability of the website and for working with designated content owners to support the publishing process. In addition, the IT Department is responsible for providing technical support to content owners to assist them in meeting American Disabilities Act (ADA) compliance requirements.

b. The Public Relations and Marketing Office is responsible for designing the "look and feel" of the website so that it reflects the College brand and for managing all content displayed on the homepage.

c. Designated content managers in each major unit of the College are responsible for keeping content on the public website up-to-date and accurate through the use of a content management system. Additionally, content managers have a role and responsibility in ensuring that material posted to the website is in compliance with requirements of the ADA.

d. Departments interested in establishing sites hosted by a third party and linked to the College's website must submit a proposal to be reviewed and approved by the Information Technology Department and the Public Relations and Marketing Office to (1) determine if a third-party site is the best technology solution; (2) ensure the site meets the College's standards for infrastructure and availability; and (3) ensure the third-party site reflects the College's brand identity to the degree possible based on available templates and intended audience. Once these sites are approved, they must continue to adhere to the approved standards.

Social Media

TCTC believes that having a presence in social media will allow the College to share information and interact with a broader public in new and different ways. TCTC also believes that its presence on social networking sites should augment, not replace, official channels of communications. Official College communications are generated through the eTC intranet portal (students, employees) and the public website (public audiences). Whenever possible, the College's social networking accounts should drive traffic to these sites rather than duplicate information on those sites.

Because social media tools, uses, and challenges are evolving rapidly, TCTC continuously monitors its strategies and best practices for using these media.

The Public Relations and Marketing Office maintains the College's official primary presence on social media sites. Because TCTC is a relatively small college in comparison with major universities, the College has chosen to have one official presence on each social media site, with few exceptions granted by the Public Relations and Marketing Department. This eliminates the potential for confusion among users regarding which page to access for different types of information. Other offices authorized to maintain their own social media presence include the Alumni Association, Corporate and Community Education, Gateway to College, and the Campus Store.

For additional information, contact the Public Relations and Marketing Office.

Power Point Template

Templates have been created in PowerPoint® and are available upon request from the Public Relations and Marketing Office. As with any large-format medium, the fewer words, the more effective the message. Follow the layout style shown, and create the presentation using clean, uncluttered pages. Contact the Public Relations and Marketing Office for a copy of the templates.

The Public Relations and Marketing Office designs the PowerPoint presentation used by the office of Admissions and Recruiting. It is designed to match student recruitment materials.

Promotional Items

The Public Relations and Marketing Office carries an inventory of TCTC promotional materials and items to promote our College. Items vary, but typically they include pens, pencils, post-it notes, calculators, mugs, etc. Options include low-cost items to be given away in larger quantities to potential students, as well as high-dollar items reserved for VIP guests.

All items inventoried by Public Relations and Marketing are College-specific, and they contain the logo and website. Some items are available for campus-specific promotions; however, promotions that are specific to a department or organization are not available. Contact the Marketing Department if you have a special need for your area or event.

To ensure consistency and quality use of the College logo and colors, all departments and organizations must work with the Public Relations and Marketing Department for any promotional needs not maintained in inventory.

Related Policies and Procedures

Tri-County Technical College has adopted a communications policy and two related procedures, which can be accessed through eTC. They are:

1-2-1024: Communications Policy (Vice President for Economic and Institutional Advancement)
1-2-1024.1: External Communications Procedure (Vice President for Economic and Institutional Advancement)
1-2-1024.2: Internal Communications Procedure (Vice President for Economic and Institutional Advancement)

EDITORIAL

Style Guide

EDITORIAL STYLE

When building a brand, using a consistent style of writing is just as important as a consistent visual identity. The following guidelines have been developed

to help us have clear, consistent communications about our College. You also are encouraged to contact the Public Relations and Marketing Office for

assistance in writing communication materials or editing your copy for accuracy and maximum impact for your target market.

Abbreviations

Dates
Do not use "th" to indicate a date. Use November 13, 2010; do not use November 13th, 2010.

Months
Abbreviate months if you include a date. Do not abbreviate months when used alone or only with a year. Do not abbreviate March, April, May, June, or July.

States/Territories
Spell out the names of states when they stand alone. Abbreviate when a state is listed with a city. Use a comma following the state name when the sentence continues.

Examples:
- The student came from Columbia, S.C., to study Engineering Graphics Technology.
- The student came from Nevada.

Countries
Spell out names of countries when they stand alone. Use United States as a noun, U.S. as a modifier.

Examples:
- We enrolled students from London, England, and Paris, France, in the current class.
- The U.S. Ambassador to Venezuela returned to the United States.

State/Territory Abbreviations for Use in Text
When an entire address is written, use postal rules for state abbreviations preceding the zip code. Otherwise, use Associated Press state abbreviations in text. Both formats are available from the Public Relations and Marketing Office.

Capitalization

Academic Divisions, Departments, Programs, and Administrative Offices
Capitalize the names of departments, offices, and divisions and the words department, office, and division when they appear together: Humanities Department, Admissions Office, Office of the President.

Examples:
- Office of the President, President's Office
- The Student Activities Department is part of the Student Affairs Division.
- The Nursing Department is located in Fulp Hall.
- New offices were created for the departments of English, Humanities, and Science.
- The Tri-County Technical College Commission is the governing board of the College.
- The Foundation Board funds student scholarships.

Classes, Courses, Semesters,Terms

Classes are individual meetings of a course; courses generally last for a semester. Use lowercase when you refer to courses and classes, unless you use the specific name of a class (as listed in the Catalog).

> **Examples:**
> •**I had a mathematics class and an English class.**
> •**I took the MAT 120 class.**

The College has two semesters: Fall Semester and Spring Semester. The College has two terms: Summer Term and MayTerm. Capitalize both words in a sentence.

> **Examples:**
> •**I attended Tri-County Technical College for Fall Semester.**
> •**I took three courses at Tri-County Technical College during Summer Term.**

The College

Capitalize College by itself only when referring to Tri-County Technical College.

> **Examples:**
> •**The College enjoys a reputation for excellence in the community.**
> •**The College's Golf Team competes with other colleges' golf teams.**

Committees, Clubs

Capitalize names of committees and clubs and lowercase second references. Lowercase names of sub-committees.

> **Examples:**
> •**The Student Affairs Committee met Thursday. Our committee planned to honor the guest speakers.**
> •**The Enrichment Series Committee made a funding appeal to the Foundation Board of Tri-County Technical College.**

Events

The formal name of an event should be capitalized (Commencement, Get Connected, Annual Report Luncheon).

Capitalize commencement only as part of the formal title and only when it refers to Tri-County's commencement, as in Spring Commencement 2011.

> **Examples:**
> •**More than 300 community leaders attended the Annual Report Luncheon.**
> •**I plan to attend Summer Commencement at Tri-County Technical College.**

Official and Courtesy Titles

Titles are capitalized only when written before a person's name. Use lowercase titles when used alone or following a name.

> **Examples:**
> •**Vice President John Lummus**
> •**Mr. John Lummus, vice president for Economic and Institutional Advancement**

Do not put a courtesy title before a person's name if a degree title follows it. Use the abbreviations only after a full name, never after just a last name. Use lowercase titles unless they precede a name. Second and subsequent references generally use last names only. Vice President has no hyphen.

> **Examples:**
> •**John Thomas, Ph.D.**
> •**Dr. John Thomas**
> •**College President Ronnie L. Booth**
> •**Kevin Jones, Ph.D., will address the educators.**
> •**Vice President John Lummus**
> •**John Lummus, vice president for Economic and Institutional Advancement**

When used after a name, a courtesy title is set off by commas. Titles such as C.P.A. are preceded by a comma.

> **Examples:**
> •**Ann Boman, Ph.D., will be the commencement speaker.**
> •**John Smith, C.P.A.**

Jr. is preceded by a comma. In a sentence, it is also followed by a comma.

Example:
- **William Smith, Jr., is an instructor at the College.**

A title is never used for an honorary degree.

Courtesy titles such as Mr., Mrs., Ms., and Miss are generally not used in either first or subsequent references.

The word Reverend (or Rev.) is preceded by "the."

Examples:
- **The Rev. John Jones**
- **The Reverend John Jones**
- **We asked the Rev. John Jones to speak at an assembly.**

Honors

In reference to Commencement, lowercase with honors, with high honors, with highest honors. Do not italicize.

Persons

Use chair or chairperson rather than chairman or chairwoman.

President

Capitalize President only as a title before a name. Do not capitalize otherwise except when referring to the President of the United States.

Example:
- **President Ronnie L. Booth**
- **Dr. Ronnie L. Booth is president of Tri-County Technical College.**

State

Capitalize State when referring to South Carolina.

Tri-County Technical College Commission

Capitalize Tri-County Technical College Commission. Capitalize College Commission. Capitalize Commissioner. Lowercase second reference to the commission. Refer to the chair of the Commission, not chairman or chairwoman.

Examples:
- **Commissioner Helen Rosemond-Saunders made a speech. She has been a commissioner for twenty years.**
- **The Commission sets policy for the College.**
- **The president talked to the Commissioners.**

Tri-County Technical College Foundation, Inc.

Capitalize Tri-County Technical College Foundation Board, Inc. Capitalize Foundation Board. Lowercase second reference to the board.

Examples:
- **Ms. Peggy Deane is a Foundation Board member. She has been a board member for several years.**
- **The Foundation Board provides funding for equipment, scholarships, and other College needs.**

Web Words

- e-mail: hyphenated and not capitalized
- homepage, webcast, and webmaster: One word, not capitalized
- HTML: Uppercase, stands for Hyper-text Markup Language
- Internet: Capitalized
- online: One word, not capitalized or hyphenated
- URL: Uppercase
- Web: Capitalized when it refers to the World Wide Web
- webpage: One word, not capitalized
- website: One word, not capitalized
- World Wide Web: Each word is capitalized

Numerals/Numbers

Generally, spell out whole numbers one through nine, use figures for 10 and above. Spell out numbers at the beginning of sentences. Use figures for ages. Avoid using fractions of years; use months. When referring to decades, do not place an apostrophe after the number:

Examples:
- **The 60s.**
- **nine secretaries**
- **16 buildings**
- **four inches**
- **He teaches eleventh grade.**
- **She has a daughter, Jill, 3.**
- **His son is 18 months old.**
- **Twenty students registered for the class.**
- **8 megabytes, a 6-megabyte memory**

Percentages

In tables, write percentages with the numeral and % symbol. In prose, spell out the word percent except in scientific, technical, and statistical copy.

Examples:
- **Seventy percent responded favorably.**
- **More than 90 percent of the class earned As, and only two percent failed.**
- **That is a two percent failure rate.**

Telephone Numbers

If a publication is strictly for use on campus, you may omit the area code. If referring to the four-digit extension only, use Ext. before the number. If the publication may or will be sent off campus, include the area code.

Examples:
- **864-646-1500**
- **646-1500**
- **Ext. 1500**

Time

The time of day should be written as simply as possible, always lowercase. (10 a.m., 8 - 9 p.m.)

When writing a time that falls on the hour, do not use :00. State the hour with a.m. or p.m. or o'clock.

Examples:
- **The concert begins at 8 p.m.**
- **The concert begins Friday evening at 8 o'clock.**
- **The concert begins at 8:30 p.m.**
- **The museum is open 10 a.m. - 4:30 p.m.**

For 12 a.m. and 12 p.m. use noon and midnight without 12 before.

Examples:
- **The session will end at noon.**
- **He came to work at midnight.**

Exception: For proper alignment of a schedule in a list or column, use :00 for times that fall on the hour if there are entries contained in the schedule that do not.

Examples:
- **8:00 Registration**
- **9:15 Coffee**

Unless you are sending an invitation to a formal ceremony, do not use :00 or o'clock. If you are unsure, please consult with the Public Relations and Marketing Office.

College Terminology

Campuses

Each of our campuses should be referred to by name: Anderson Campus, Easley Campus, Pendleton Campus, and Oconee Campus at the Hamilton Career Center.

When referring to all campus locations, use this statement or something similar: Tri-County Technical College has four campuses located in Anderson, Easley, Pendleton, and Seneca. It is acceptable to refer to the Oconee Campus at the Hamilton Career campus as being located in Seneca, but do not call it the Seneca Campus.

When referring to the non-Pendleton campuses as a group (Anderson, Easley, Oconee Campus at the Hamilton Career Center), use the term "community campuses."

Avoid using terms like "main campus" or "branch campus" or "satellite campus."

College Buildings

The official names of College buildings are listed below. In parentheses is the official abbreviation for each building as referred to in the course schedule and Banner.

PENDLETON CAMPUS

- Anderson Hall (AD)
- Clarke Hall (CK)
- Cleveland Hall (CD)
- Hayden Abney Fulp Hall (FP)
  Note: This building may be referred to verbally as "Fulp Hall"
- Halbert Hall (HA)
- Industrial Business and Development Center (IB)
  Note: This building may be referred to verbally as "IBDC"
- McKissick Hall (MK)
- Miller Hall (ML)
- Oconee Hall (OC)
- Pickens Hall (PK)
- Ruby S. Hicks Hall (RH)
- Shipping and Receiving (No Banner code)
- Student Center (SC)
- Wilson Hall (WL)

ANDERSON CAMPUS

The Anderson Campus has one building. The building is referred to as the Anderson Campus (AC).

EASLEY CAMPUS

The Easley Campus has two buildings.

- Academic Building (EC)
- Pickens County QuickJobs Development Center (PQ)

OCONEE CAMPUS AT THE HAMILTON CAREER CENTER

This campus is located at the Hamilton Career Center and has two buildings on opposite sides of the property with the Hamilton Career Center located in between.

- Oconee Campus at the Hamilton Career Center (HM)
- Oconee County QuickJobs Development Center (OQ)

College Name

Tri-County Technical College is the College's official name. The word Tri-County is always hyphenated with the exception of the logotype within the logo itself. In second reference, the approved abbreviations of the name are Tri-County or TCTC. The use of Tri-County Tech, TCT, TEC, or Tech when referring to the College is not acceptable in writing or speech.

Learning Centers

When referring to locations that are not campuses, use the term "centers" or "learning centers."

Tri-County Technical College currently has two centers:

- The Industrial Technology Center located in Sandy Springs (IT) (Scheduled to open Summer Term, 2012).
- The Senator Billy O'Dell Learning Center located in the Watkins Community Center in Honea Path.

Punctuation

Introductory Phrases

Introductory phrases such as "Last year "and "In 1966" do not require commas. When in doubt, leave it out.

Parentheses

Place the period inside the parentheses only when the matter enclosed is an independent sentence forming no part of the preceding sentence.

> **Examples:**
> • **Most Tri-County Technical College students are from local public high schools.** (Of course, there are exceptions.)
> • **Most instructors have master's degrees (although some have bachelor's degrees).**

Punctuation with Quotations

Commas always go inside the quotation marks. Periods always go inside the quotation marks. Exclamation points and question marks go inside the quotation marks when they are a part of the quoted matter. Otherwise, they go outside.

> **Examples:**
> • **Mary Smith said, "Wow, that's fantastic!" when he heard the news.**
> • **Sergeant Jones gave the following order: "March!"**
> • **Francis Schaeffer's book asks, "How Shall We Then Live?"**
> • **What did King mean when he said, "I have a dream"?**

Semicolons and colons should be placed outside quotation marks or parentheses.

> **Example:**
> • **Dr. Booth stated that the plan needed "a few minor adjustments"; however, he did not reject it entirely.**

In running quotations, each new paragraph should begin with open quotation marks.

Punctuation with States, Countries, and Dates

Commas should be used after a date (month, day, and year) and place (city, state, and/or country).

> **Examples:**
> • **On January 1, 2011, a new year began.**
> • **The Pendleton, South Carolina, native came home.**

Punctuation, Spaces

With the advent of computers and word processing, it is no longer correct to use two spaces after periods, question marks, etc., in non-academic writing. Use a single space.

Spacing after a Period

Use one space after a period. Also use one space after a colon and a semicolon

Titles: Italics and Quotes

When writing titles, the whole title should be in italics and the parts in quotation marks. For example, a book of poems would be in italics, but a poem from the book would be in quotation marks; a television show would be in italics, but the episode would use quotation marks, etc. Titles of plays are italicized.

Titles of individual works of art, titles of paintings, drawings, statues, etc., are italicized; titles of collections and exhibitions are neither italicized nor put in quotes.

> **Examples:**
> • **"The Raven"** from *The Poe Collection*
> • *Gone with the Wind*
> • *Grey's Anatomy* **episode "New Beginnings"**
> • *The New York Times*
> • **"Babylon Revisited"** is the first work in *Babylon Revisited and Other Stories.*

Usage

A, An

Use a before words that start with a consonant sound, an before words that start with vowel sounds.

> **Examples:**
> • **A European vacation;**
> • **An hourglass.**
> • **An M.B.A. vs. a master's in Business Administration**

Alumni

Alum/Alumna/Alumnae/Alumnus/Alumni

Alumni is the plural form for a combination of male and female graduates or two or more male graduates.

Alumna is the singular form for a female graduate.

Alumnae is the plural form when referring to more than one female graduate.

Alumnus is the singular form for a male graduate.

Alum is the abbreviation for alumnus or alumna. Avoid this casual abbreviation in formal copy.

Identify past and current students by their class years with an apostrophe (', not ') before the year.

> **Examples:**
> • **John W. Smith '77, Anderson, SC, likes to work in his garden.**
> • **Fred '86 and Mary Smith Jones '87 were active in the Tri-County Technical College Alumni Association.**
> • **Mary (Smith '87) and Fred Jones '86 assist with alumni events.**

And, &

Spell out and. Don't use the ampersand (&) except in company names as specified (Johnson & Johnson, U.S. News & World Report).

Collective Nouns

The nouns faculty and staff should be used as collective nouns.

> **Examples:**
> • **The Humanities faculty meets regularly with the Science faculty.**
> • **Faculty members sometimes disagree among themselves.**

Jr. and Sr., II and III

Jr. and Sr. and other personal suffixes should be preceded by a comma. In a sentence, it is also followed by a comma.

> **Examples:**
> • **John Jones, Sr.**
> • **Philip J. Carter, Jr.**
> • **Hugh J. Gourley, III**
> • **Robert E.L. Strider, IV**
> • **John Smith, Jr., met us at the store.**

Web Words and Addresses (URLs)

When writing Web addresses for print, do not use http://. Start with www. An exception would be sites that do not use www, which are typically internal sites.

> **Example:**
> • **The information can be found online (www.tctc.edu).**
> • **The College's content management system can be found at http://tchawk_d.tctc.edu/tctc_dt.**

(Note that some email programs require the http:// to display URLs as active links.)

Do not underline Web addresses in printed materials; they may be underlined online to indicate an active link.

Also see Web Words under Capitalization section.

Public Relations and Marketing Office

What We Do

   As the official voice of the College, the Public Relations and Marketing Department helps to articulate and promote the College's vision and mission to the public in ways that are clear, consistent, and compelling, and promote the desired College image. Specific responsibilities include advertising and promotions, graphic design services, marketing publications, newsletters, photography, e-marketing, media relations, press releases, support to the president in his communications and special events, and the look and feel of the public website and intranet portal. The department also provides a framework for managing internal communications for the purpose of ensuring that these communications are clear, timely, and responsive to the information needs of students, faculty, and staff.

Who We Are

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How We Prioritize Our Work Flow

The PRIMARY FOCUS of the Public Relations and Marketing Office is to enhance the overall College brand image and to promote the College's quality educational programs in ways that will generate new credit enrollments. To accomplish these objectives, our office develops and implements a comprehensive annual Public Relations and Marketing plan.

In addition, our office also receives hundreds of requests each year from throughout the College to assist with various projects and initiatives, particularly in the areas of marketing and graphic design. While we would like to fulfill every request from our peers, our unit has limited resources and must prioritize. To help you better understand our role in supporting the College, here are some points to consider when requesting marketing and graphics services.

Will this information reach the general public?

Our office should be directly involved in all publications that reach beyond the College community. This helps us ensure the messaging and overall look are consistent and that they reflect the brand image we are creating and maintaining. Examples include marketing publications, fundraising pieces produced for the College Foundation, and printed communications from the President.

Will this information drive enrollment efforts?

There are times when there is a need to focus on particular programs and initiatives to improve low enrollment, to launch a new program, to educate about a new College-wide initiative, etc. When the goal is to increase enrollment and the objective cannot be reached through general College marketing efforts, we will gladly assist.

Will this information improve retention?

As one of the strategic priorities and initiatives of the College, we are available to assist with these efforts. However, keeping in mind that the primary focus of our office is to drive NEW enrollment to our credit programs, our role is currently limited to overall advising and registration reminders, financial aid deadline reminders, and tuition due date reminders.

Will this information center on student success?

While many efforts of the College contribute toward overall student success, one of the key tangible measurements centers on our graduation rates. As such, our department is engaged in assisting with those final steps of a student's time at the College, including the communications related to Commencement (invitations, awards ceremony, pinning ceremonies, graduation deadline reminders, commencement program).

What are the main priorities of the Public Relations and Marketing Office?

We have included our focus areas in priority order below. We maintain a calendar of projects and will prioritize additional requests based on this chart, using factors such as timing and complexity of projects, to assist with our planning. We want to meet and exceed your expectations, but when we are unable to do so, we want to be certain you understand the reasons, and we want to work with you on making the adjustments needed to help us serve you better.

Top 10 Public Relations and Marketing Office Priorities

RANK	ACTIVITY	REASON
1	Brand-Building Communications from the College (Annual Report, Presidential Communications)	Promotes positive image and reputation of the College, which leads to strong enrollment and fundraising potential
2	College-Wide Promotions (Credit)	Drives applications and enrollment
3	Program-Specific Credit Programs (new programs or programs with low or declining enrollment)	Drives applications and enrollment
4	College-Wide Initiatives Promoted Externally (new campuses, Gateway, LC²)	Drives applications and enrollment, promotes positive image and reputation of the College
5	Enrollment Messaging for New and Returning Students (assistance promoting key deadlines for admissions and financial aid, creating orientation packets, assisting with tuition reminders)	Drives enrollment
6	Retention Efforts (registration reminders, financial aid deadlines, tuition reminders)	Drives enrollment
7	Foundation Fundraising Efforts	Raises funds for scholarships, equipment, etc.
8	Corporate and Community Education Division Promotions	Generates revenue for the College
9	Student Success, Specifically Graduation	Improves graduation rates, promotes reputation of the College
10	Objectives Outlined in the College's Strategic Plan	Supports the approved priorities and initiatives of the College

Does the Public Relations and Marketing Office make exceptions to these priorities?

Of course. If you are ever uncertain of whether we can assist in your efforts, please contact us. If we are unable to fulfill your request, we will do all we can to point you in a direction that still allows you to get your message out in an effective way. We may guide you to a Word or PowerPoint template or perhaps even be able to pull something from our archives to assist you. We'll also be sure you understand the many communication strategies you can take advantage of without our assistance through eTC, the College Activities Calendar, digital screens on each campus, the public website, etc. We have every desire to help you, but our limited resources may lead us to help you in a way that's different from what you had originally hoped.

What about projects that the Public Relations and Marketing office has handled in the past that are not on the new priority chart?

Student Activities: While attractive posters and fliers for student events are nice to have, the production of these items is a lower priority when compared with the priorities listed on page 45. In cases where we are unable to design materials for your event, we have created some templates to help you publicize your information in an eye-catching way that still adheres to the guidelines outlined in this Brand Tool Kit. Should you use another option for promoting your event or activity, we ask that you have the look approved by a member of our Public Relations and Marketing Office.

Faculty/Staff Communications: Unfortunately, our department does not have the resources to design publications and handouts for faculty and staff. However, we will continue to handle the print materials and promotions for special annual events that take place to celebrate the accomplishments and dedicated service of College employees (e.g., Fall and Spring convocations and the annual employee picnic). If we've designed something for you before, check with us. We may be able to export the text to make it easy for you to continue your communications using a Word or PowerPoint template, or we may be able to accommodate your request.

Certificates: Unfortunately our department does not have the resources to produce certificates for faculty, staff, and student achievements. We can, however, direct you to commercially available products and templates and help you set up a template as needed.

Are there peak busy times for marketing/graphics?

Yes! We stay busy year-round, but because much of our efforts are centered on Fall Enrollment, our beyond-maximum-capacity time is between February and July each year. Planning around those peak times when possible will help us serve you better.

How to Request Services

We have a Public Relations and Marketing Services link in the eTC portal that identifies a variety of ways to promote your project or activity to internal and external audiences. You'll find a link to our Marketing Services Request form, learn how to request coverage in our newsletters or the media, learn how to get announcements posted in eTC, and more. Some of the strategies listed in the link can be handled entirely by you; others require assistance from our office.

When working with templates provided by our office, you may send them directly to the print shop using Web Services. If you are not already connected to this service, plan to obtain approval from your department head or supervisor, and then contact Carol Findley at cfindley@tctc.edu or Ext. 1822. She will set up a 45-minute training session with you.

If you will be producing projects only on an occasional basis, you may submit your project through a colleague in your department who already uses Web Services or contact the Print Shop directly.

What steps are needed for the most efficient flow of projects through the Public Relations and Marketing Office?

Start EARLY! This concept is called backplanning. In order to utilize backplanning, you first need to determine the date you must have the completed project in hand and begin figuring backwards. When planning for a publication, time is needed to assemble the copy, graphics, photos, mockups, proofing, etc., as well as the time the printer needs to schedule, print, assemble, fold, and bind the publication. Our office will assist you with backplanning when you complete the Marketing Services Request form found in eTC.

The amount of time needed will vary greatly based on the scope of your project. Generally, a basic flier to be printed in-house will take two-three weeks from the time we have approved final copy. Larger-scale projects, particularly those that include strategy development, a design theme, multiple pieces, outside printing, etc., can take six-twelve weeks.

Be prepared to write and/or assemble copy. We can edit the copy, but we do not have the resources to research, write, and/or assemble your copy from scratch.

Know your budget. Funds in the marketing budget are established to promote the credit programs of the College. If you have extra funds available for your specific needs, sometimes we can piggy-back our efforts to provide you with a savings or work with vendors with whom we have strong relationships to get you the best pricing. We are happy to assist with obtaining quotes for external print jobs; however, knowing the budget you have for the project during our initial conversations helps us ask the right questions to stay within the limits of the budgets we have.

For additional information about our specific services and how to access these services, visit the eTC portal, Employee tab, My Service Requests channel, Public Relations and Marketing Services link.

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